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PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

Los Angeles
Calif.



Season-1946



LUSTRES and CLARA CLEMENS DAHLIA. (Below). This antique English Lustre is typical of the rare and choice antiques which grace our shelves. We welcome your visit and invite you to browse in our beautiful store. You may discover just the treasure you have searched for, here at California Flowerland.

THE PICTURES on the inside cover pages at front and back of this Catalog are indicative of the wide variety of merchandise to be found in our amazing store at California Flowerland.

The identical items shown may not always be available, but we always have comparable pieces, antique and modern.

From all parts of the world, visitors are attracted by PAUL J. HOWARD'S CALIFORNIA FLOWERLAND, and its wonderful store, filled with things of great beauty and set amid great flower fields, rivalling the most beautiful gardens in the world. It is the place to obtain for your garden the very finest in trees, shrubs, plants, bulbs and seeds, garden tools and all gardening requisites.



ABOVE—left to right—

SOME OF OUR FINEST MODERN CERAMICS have been produced by the Portuguese. Delicate modeling and high glaze places it high among the world's ceramics. Our Demi-tasse Collection is famous, and varied enough to suit every taste.

"COUNTRY FARE." Handsome and practical ovenproof-ware that sets a bold and unusual table. In deep brown, lined with sage green.

OUR COLLECTION OF OLD PLATES and pitchers is extensive, and represents the finest wares of many countries.

BELOW—left to right—

AT PAUL J. HOWARD'S one may find the treasures of the garden combined with the treasures of the home. Visit our unique showroom today. It will give a lift to your decorating ideas.

MODERN CERAMICS, made in California. From Laguna Beach comes this hand decorated and useful ware.

BAVARIAN FIGURINES and BRISTOL GLASS make a charming combination in our display cases. And be sure to see our Fuchsia display next summer!

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND 11700 National Boulevard • Los Angeles 34, Calif.

TELEPHONES

| | |
|-----------------------|----------------|
| Los Angeles..... | AShley 4-2951 |
| West Los Angeles..... | ARizona 3-1171 |
| Santa Monica..... | 4-2755 |



ORDER SHEET

Order Number

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 NATIONAL BLVD., LOS ANGELES 34, CALIF.

TELEPHONES: Los Angeles—ASHley 4-2951
West Los Angeles—ARizona 3-1171 - Santa Monica—4-2755

Amount Enclosed

Date _____, 194____

SOLD TO

Ship by

P. O. ADDRESS

CITY

STATE

Please Write or Print Plainly

Note: Above not to be filled in by customer.

SHIP TO

ADDRESS

Please Fill in if Shipping Address is Different from Mail Address

If Variety Ordered is Out of Stock, may we Substitute Similar Type and Color of equal value?.....

[illegible]

Customers not having established charge account should send remittance with order. We do not ship plants C.O.D.

All goods travel at purchaser's risk and at purchaser's expense, unless otherwise listed.

**Check
Addition
Carefully**

ALL PRICES IN THIS CATALOG SUBJECT TO CHANGE WITHOUT NOTICE

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

[illegible]

**Compute California
State Sales Tax
as follows:**

| | | | | |
|--------|----|--------|----|-----|
| 1c | to | 14c | no | tax |
| 14c | to | 59c | — | 1c |
| 60c | to | 59c | — | 2c |
| \$1.00 | to | \$1.39 | — | 3c |
| 1.40 | to | 1.79 | — | 4c |
| 1.80 | to | 2.19 | — | 5c |
| 2.20 | to | 2.59 | — | 6c |
| 2.60 | to | 2.99 | — | 7c |
| 3.00 | to | 3.39 | — | 8c |
| 3.40 | to | 3.79 | — | 9c |
| 3.80 | to | 4.19 | — | 10c |
| 4.20 | to | 4.59 | — | 11c |
| 4.60 | to | 4.99 | — | 12c |
| 5.00 | to | 5.39 | — | 13c |
| 5.40 | to | 5.79 | — | 14c |
| 5.80 | to | 6.19 | — | 15c |
| 6.20 | to | 6.59 | — | 16c |
| 6.60 | to | 6.99 | — | 17c |
| 7.00 | to | 7.39 | — | 18c |
| 7.40 | to | 7.79 | — | 19c |
| 7.80 | to | 8.19 | — | 20c |
| 8.20 | to | 8.59 | — | 21c |
| 8.60 | to | 8.99 | — | 22c |
| 9.00 | to | 9.39 | — | 23c |
| 9.40 | to | 9.79 | — | 24c |
| 9.80 | to | 10.00 | — | 25c |

Add 1c tax for each 40c purchase.

PLEASE NOTE. Remember that not all of the items listed in this catalog are ready for delivery at the same time. If your order includes seeds, a variety of plants such as perennials, roses, fuchsias, it probably will be sent to you in several different packages and at different times. All will be forwarded at proper planting time.

FREE DELIVERY. Orders of \$5.00 or more, to Los Angeles, Pasadena, Beverly Hills, Santa Monica Bay District, Hollywood, San Fernando Valley, Glendale, Long Beach, and areas between, on regular schedules, — subject to change without notice. Truck service to all points in Los Angeles County, free delivery within 40-mile radius of Los Angeles, on orders of \$15.00 or more. A small charge for orders under \$15.00. From Santa Barbara to San Diego, delivery arranged at charges less than actual cost, during Spring planting season.

MAIL ORDERS. Through Paul J. Howard's Mail Order Service, the choicest seeds, plants, bulbs and garden adornment and supplies from California and world-wide sources are available to **your garden**. Paul J. Howard selects every article for Mail Orders with the same care that you would, if choosing your own.

PLANTS. Unless listed prepaid, are sent by Railway Express, carriage charges collect.

USE ORDER BLANK. Fill in carefully. The order blanks save time and prevent errors. Additional order blanks furnished upon request.

METHOD OF SHIPMENT:

Seeds. Will be sent prepaid at catalog prices.

Plants. All Plants are carefully packed, without excess weight, assuring safe delivery at lowest

cost for transportation. No orders for less than \$1.50 accepted, except for seeds.

TERMS. Cash with order, except for customers having established charge accounts.

C. O. D. No plants or perishable articles can be sent C.O.D. Seed and bulb orders should not be requested C.O.D. because of extra charges collected by the Post Office or other carrier. Cash with order saves time and money.

REMITTANCES. Send Postal Money Order, Express Money Order, or Check. Send Currency only by registered mail.

SALES TAX. All residents of California, whose orders are to be delivered within California, must add 2½% Sales Tax to their remittances.

All Prices in this Catalog subject to change without notice.

SUBSTITUTION. Please state whether we may substitute if out of stock ordered. Unless otherwise stated, we feel at liberty to substitute, when sold out of varieties ordered, others which are similar or superior. When a variety is selected which we consider not suited to the customer's locality, or if a variety has been superseded by a better one, we feel at liberty to substitute, unless requested otherwise.

GUARANTEE. We guarantee all plants to be in perfect condition when delivered to carrier, but accept no responsibility for the safe arrival after they have been accepted and found in good order. Should any merchandise be received in unsatisfactory condition, please notify us at once. Be sure to notify carrier also (Railway Express or Post Office).

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND, 11700 National Boulevard, Los Angeles 34, Calif.

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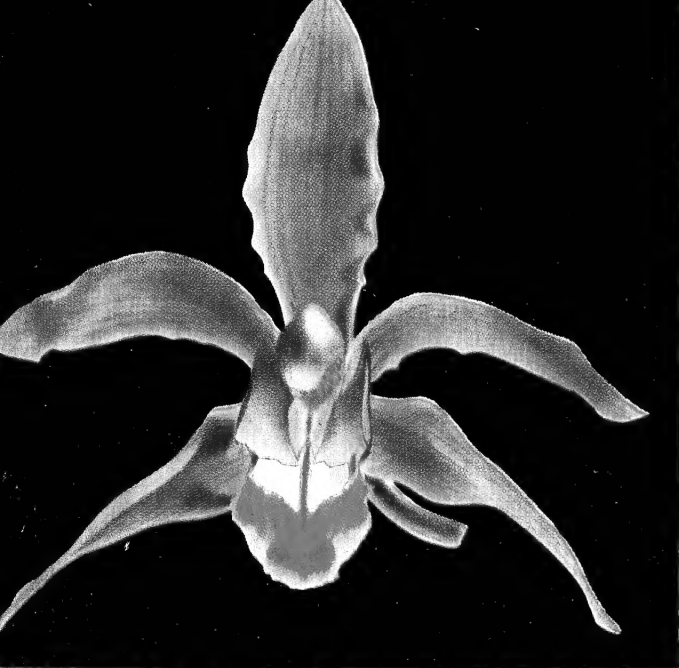
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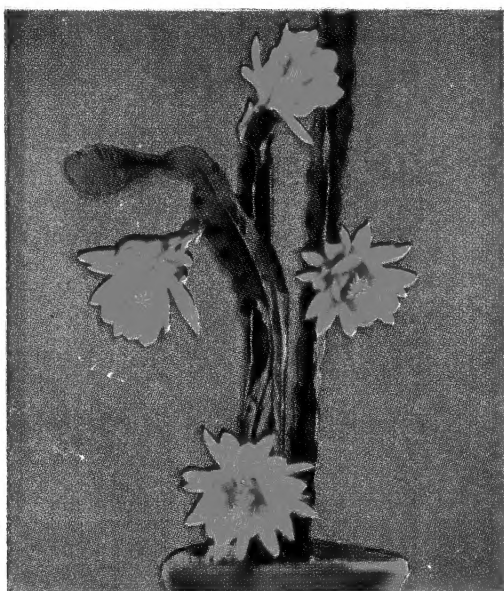
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PAUL J. HOWARD'S CALIFORNIA FLOWERLAND, 11700 National Boulevard, Los Angeles 34, Calif.



CYMBIDIUMS



ORCHID CACTUS

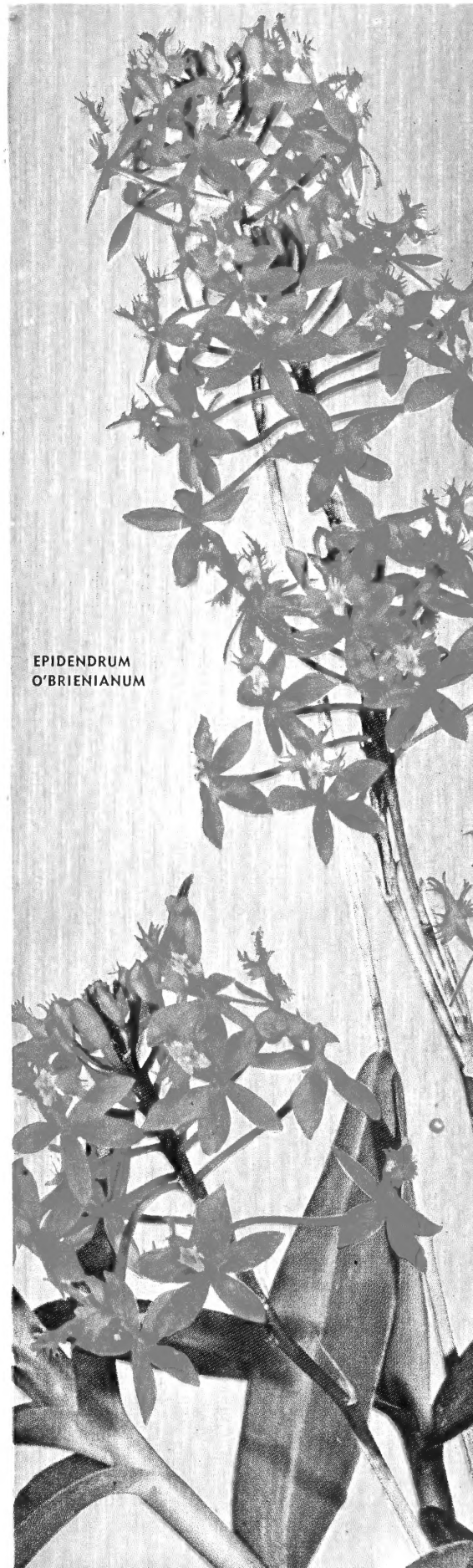


California Flowerland ORCHIDS and EXOTICS

For California Gardens or Conservatory

EPIDENDRUM O'BRIENIANUM

This lovely orchid grows easily in the garden or in pots in rich soil with good drainage, preferably in a half-shaded location. It blooms the year around, the exquisite miniature orchid blooms produced in long sprays or long stems. Wonderful in floral arrangements and long lasting. Grow them outdoors in California and in window gardens in the East. Price, potted plants, each \$1.50.



EPIDENDRUM
O'BRIENIANUM

CYMBIDIUMS

Easily grown, Cymbidiums produce great sprays of real corsage size orchids, in many lovely hues of pink, claret, amber, chartreuse, bronze. Flowers are in great demand by florists for making corsages, especially for daytime wear, and last many days in floral decorations. What a delight to grow your own orchids! No glass house is needed; plant them in well-drained soil in partial shade, or grow them in pots. Instructions for growing Cymbidiums sent with each order.

We have a wonderful selection of strong potted clumps, Each \$15.00. Large blooming specimens, \$25.00 to \$75.00.

ORCHID CACTUS

EPIPHYLLUM. Spectacularly beautiful, water-lily-like blooms are produced on these odd plants. They will flower in pots and are ideal for porch and window boxes. As easy to grow as begonias or geraniums. They have glistening, satiny petals in vivid shades of orange-red, pink, salmon, rose, some with violet throats. Potted Plants, blooming size, Each 50c.

BILLBERGIA

Among the most interesting plants that can be grown in California gardens, or in pots as house plants in the East. They are of easy culture, growing in filtered sunlight, such as in a lath house or where the branches of a tree provide partial shade. They may be grown in the ground, or in pots, or pockets among rocks. They prefer a soil lightened by peat moss or leaf mold.

BILLBERGIA NUTANS. See illustration. Few flowers lend themselves to such delightfully unusual arrangements, the combination of colors in the flowers and bracts are almost unbelievable, combining jade green, deep metallic blue, and old rose. In 4-inch pots, Each \$1.00.

BILLBERGIA HYBRIDS. Similar in habit, but combining new colors in the bracts varying from rose to scarlet, and the pendant blooms are various shades of blue, green, with bright red marks. Some are exceedingly spectacular. Each \$1.50; in bloom, \$2.50.

California Flowerland

Giant Amaryllis Hybrids

Among the most sensational flowers of the entire plant kingdom, for garden and pot culture, the blooms often attain the amazing diameter of nine to ten inches and over. The immense flowers are of model form, with great brilliancy and range of coloring, from pure white ground with markings of other tints, to dazzling scarlet, crimson, maroon, rose carmine self colors. In addition to our glorious mixture, we now offer bulbs in separate shades. Bulbs may be planted until April first.

Plant Amaryllis in rich soil with sunny exposure, with neck of bulb just above the surface. (Bulbs planted deep will not bloom). They soon make large clumps. For pot culture, use a 7- or 8-inch pot, with a light, friable rich soil mixture. Keep in a cool shady place until roots develop, then remove to more sunny exposure, or to living room window, if desired for indoor culture.

Red Shades. Crimson, carmine, and deep red self colors.

Rose and Pink Shades. Soft tones of clear self colors.

White Ground, with pink and red stripes.

Giant Amaryllis Hybrids. Mixed Colors. This mixture contains all available colors.

Price of enormous bulbs of the above colors: Each, 75c; 3 for \$2.00; dozen, \$7.50.

Flowerland CANNAS

FOUR MARVELLOUS NEWER CANNAS

CALIENTE. Very large flowers, heavy petalled, of vivid scarlet, borne in enormous trusses, the old flowers dropping off cleanly, so plants are always in beautiful condition.

SALMON. A beautiful lighter tone of salmon.

FOREST FIRE. Amazing big flowers have wavy petals like amaryllis. Color is flaming coral rose with faint orange overlay.

EXQUISITE. The broad petals are orange-salmon, almost true salmon, clear and glistening.

Price of above Newer Cannas: Each 35c; Dozen \$3.50

AUSTRIA. Rich yellow, crimson in throat; green foliage.

ALLEMANIA. Bright red with margin of yellow

CITY OF PORTLAND. Large trusses of clear rose-pink; bright green foliage.

COPPER GIANT. Clear coppery orange.

EUREKA. Large, soft creamy white blooms

BLUE BEAUTY

BEACON

GUSTAVE GUMBER. Deep golden yellow, without markings; green foliage.

HUNGARIA. Large pure pink blooms; dark green foliage.

KING HUMBERT. Intense scarlet; bronze foliage

MORNING GLOW. Salmon pink with golden cast.

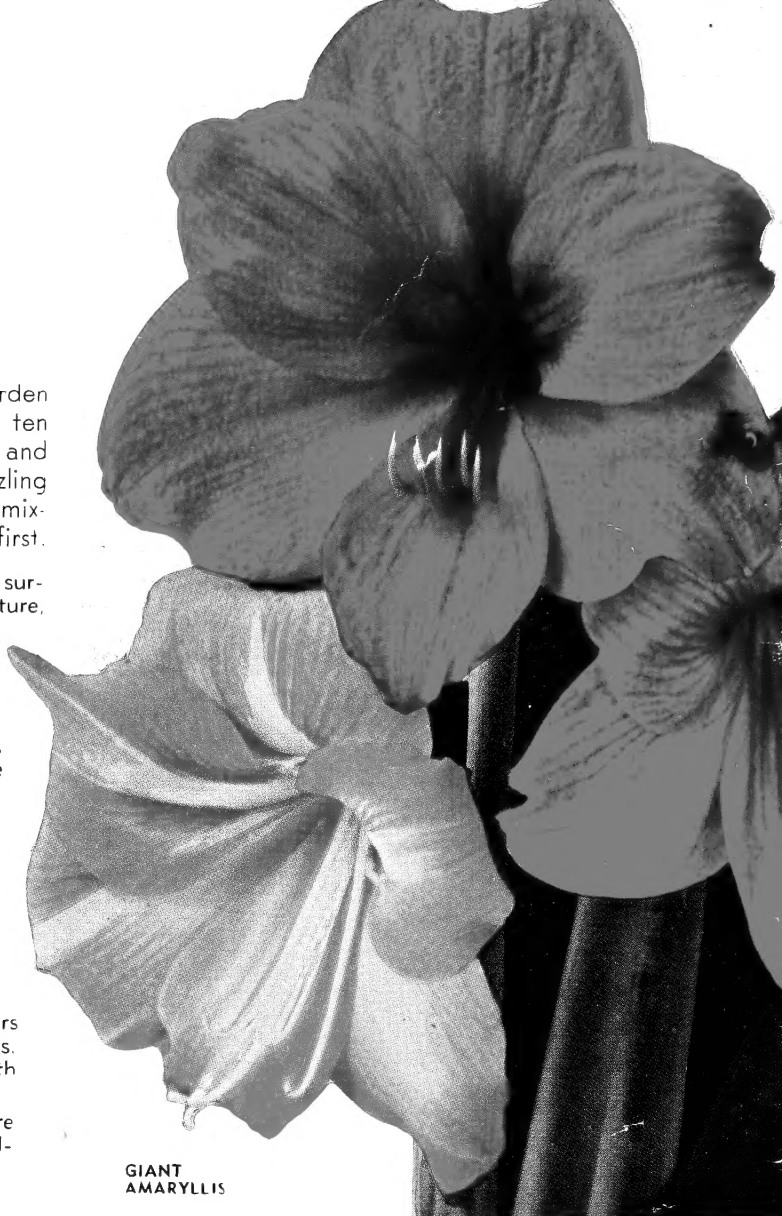
MRS. ALFRED CONARD. Free flowering salmon pink.

MRS. PIERRE S. DUPONT. Large, vivid watermelon pink.

RICHARD WALLACE. Pleasing, clear, cool greenish yellow.

THE PRESIDENT. Immense, brilliant red, vigorous, free flowering, tall.

Each 25c; Dozen \$2.50



GIANT
AMARYLLIS

TIGRIDIA

MEXICAN SHELL FLOWER

Striking large blossoms, marked in brilliant colors of orange, yellow, rose and white. Bloom continuously over a long period. Plant them in February and March, in beds and borders, for a brilliant display of color, setting the bulbs 4 to 8 inches apart, and 3 inches deep.

3 for 50c; Dozen \$1.75, postpaid.
(Ready in February).

California Flowerland GLADIOLUS

ALADDIN. Immense ruffled salmon pink; strong grower, early.

BEACON. Striking bright scarlet with white throat; very tall.

BLACK PANSY. Glossy dark red, velvety maroon throat.

BLUE BEAUTY. Magnificent spikes of rich violet blue, distinct from any other; very early.

CHARLES DICKENS. Soft wine red, very large, tall; early.

COPPER BRONZE. Magnificent coppery maroon blooms, with ruffled edges; very fine and richly colored.

GOLD EAGLE. Fine large clear yellow.

MAID OF ORLEANS. Heavy-petalled glistening white; tall, one of the best.

KING LEAR. Very large ruffled flowers of velvety reddish purple, richest of all. Long slender spikes, many flowers open at one time.

MARGARET BEATON. Large clear white, with small red blotch in throat; very tall and showy.

MINUET. Fine lavender.

MOTHER MACHREE. Large flowers of soft smoky lavender, orange markings in throat.

PARADISE. One of the best clear apricot, tall.

PICARDY. Popular showy salmon pink of heavy substance.

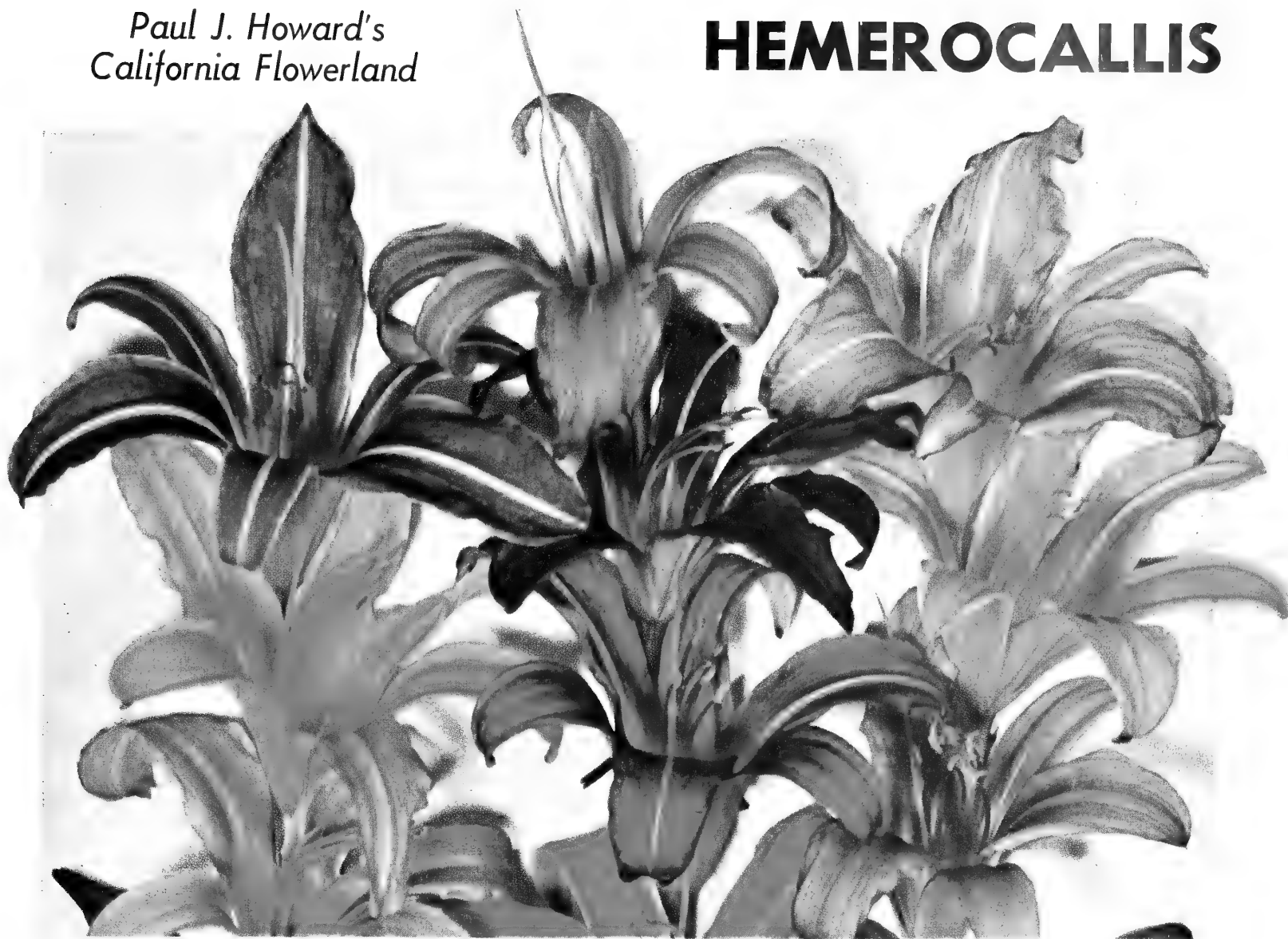
RED PHIPPS. Magnificent long spikes of brilliant light red salmon blooms.

ROSA VAN LIMA. Beautiful clear bright pink.

SHIRLEY TEMPLE. Large ruffled blooms of creamy white with deeper cream throat.

Price of all Gladiolus: Dozen \$1.50; 100 for \$10.00





BEAUTIFUL DAY LILIES

Hemerocallis, or Day Lilies, as they are commonly called, are deservedly popular subjects for the perennial garden. Their flowers are of graceful form and richest colorings, including all shades of yellow, orange, red, deep brown and maroon, many delightfully fragrant.

As easily grown as Hardy Iris, in any good garden soil, sun or light shade, they are most effective planted in groups in the border, or around pools, and in front of shrubbery. The following list includes complete range of color and flowering season.

ALADDIN. The lovely flowers are deep cadmium yellow with contrasting stripe of garnet brown down the center of each petal. Plants grow 3½ feet tall, with evergreen foliage; bloom from June to September. **Each \$2.50; 3 for \$6.50.**

BAGDAD. Rich brown and red tones. Grows 4 feet tall, with deciduous foliage. **Each 50c; 3 for \$1.25.**

CINNABAR. Brownish red flowers with yellow throat, the recurving outer half of petals sprinkled with rose brown. Evergreen; grows 30 inches tall. **Each 50c; 3 for \$1.25.**

DOMINION. Very showy new day-lily of great beauty. Flowers are deep reddish brown with yellow throat, of medium size, semi-evergreen, blooming in summer. **Each \$3.00; 3 for \$7.50.**

FLORHAM. Large flowers of deep yellow, each petal ruffled and twisted at the tip. Evergreen, grows 3 feet tall; summer flowering. **Each 35c; 3 for 90c.**

GOLD DUST. Fine dwarf early yellow; blooming in spring; deciduous. **Each 35c; 3 for 90c.**

GOLDEN WEST. Clear yellow flowers of heavy substance. Plants grow 48 inches tall; evergreen; bloom summer and fall. **Each \$1.00; 3 for \$2.50.**

HESPERUS. Huge showy blooms of lemon chrome yellow. Tall growing; deciduous. **Each \$2.50; 3 for \$6.50.**

KWANSO FLORA PLENA. Popular double day-lily, orange flushed red. Deciduous, blooms in summer. **Each 50c; 3 for \$1.25.**

MARGARET PERRY. Brilliant rose red and buff orange, yellow on reverse side of petals. Tall growing, deciduous, with long flowering period. **Each 35c; 3 for 90c.**

MIKADO. Showy orange flowers with distinct band of deep reddish purple. Semi-evergreen, 3 feet tall, summer flowering. **Each 50c; 3 for \$1.25.**

NEW LEONIAN HYBRID DAY LILIES

Shown Above

A sensational new strain of Hemerocallis, entirely distinct from those grown heretofore. Colors range from deep burnt orange through vivid orange red and maroon, to delicate shades of old rose. Flowers are of heavy substance, with delicate fragrance. In height they vary from three to five feet.

PRICE of LEONIAN HYBRIDS:

3 for \$2.25; 6 for \$4.00; 12 for \$7.50

PATRICIA. Charming pale yellow with greenish throat, delightfully fragrant. Grows 3 feet tall, evergreen, summer flowering. **Each \$1.00; 3 for \$2.50.**

SACHEM. One of the most brilliant. Deep reddish brown, with contrasting orange throat, does not fade even in hottest weather. Plants are evergreen. 3½ feet tall, bloom in summer. **Each \$2.00; 3 for \$5.00.**

THE GEM. Lovely deep yellow flowers of medium size. Evergreen, 3 feet tall, summer flowering. **Each 35c; 3 for 90c.**

TRIUMPH. Beautifully formed large flowers, five inches across, with broad wavy petals of bright orange. Grows 3½ feet tall, deciduous, summer flowering. **Each \$2.00.**

VULCAN. Striking ruffled flowers of deep maroon with golden orange throat. Grows 2½ feet tall, evergreen foliage. **Each \$2.50; 3 for \$6.50.**

California Flowerland

HARDY IRIS

Hardy Iris are most effective in perennial borders and in groups, where their tall, orchid-like blooms illuminate the garden with rich and lovely colors. They are among the easiest of all perennials to grow,—a sunny, well drained location and good garden soil being the chief requirements. Never let manure come in contact with the rhizomes. Bone meal and good commercial fertilizers should be used on Iris. Iris require but little water once they are established.

Paul J. Howard's Hardy Iris are of outstanding beauty, selected from noted American and French gardens. All prices on Iris listed include postage through the fourth zone. Please add California sales tax to all California orders.

ALICE HARDING. An Iris that should be in all gardens. For its freedom of bloom and pleasing soft yellow color, you will find it a perfect subject for beds and solid borders. It is a color that blends well, and sets off other colors, so it should be included in every collection. **Each 35c; 3 for 90c; 10 for \$2.75.** Plant it in quantity.

ALWAYS. The huge white flowers seem carved from old ivory, so thick and firm is their substance, with delicate veins and fine splatterings of bronze red-purple. Tall, strong, widely branched, 3½ feet tall. **Each 75c; 3 for \$2.00.**

ANNE MARIE CAYEUX. Beautifully blended tones of soft rosy heliotrope, greyish amber and orange, with rich iridescent cast. **Each 35c; 3 for 90c; 10 for \$2.75.**

CALIFORNIA GOLD. Rich deep yellow of dazzling beauty, tall branching stems, 3 feet. **Each 35c; 3 for 90c; 10 for \$2.75.**

Free-blooming
ALICE
HARDING

BENJAMINE. Rare soft grey, falls heliotrope and gold. Very unusual. **Each 50c; 3 for \$1.25.**

CARAVELLE. Standards rosy white, falls lilac; a charming new tint in Iris. **Each \$1.00; 3 for \$2.00.**

CARVED IVORY. A very fine Iris of deep cream color, beautiful form and good size; well branched stems. Blooms midseason. **Each 50c; 3 for \$1.25.**

CHARMEUR. Delicate orchid pink, a delightful new fresh color; flowers beautifully formed, effective for cutting and in the garden. Exceptionally free flowering. **Each 35c; 3 for 90c; 10 for \$2.75.**

CHINA BOY. Magnificent huge flowers of rich red bronze, toned with shades of brown, on tall stately stems. A wonderful Iris to plant with deep violet or yellow ones. **Each \$1.00; 3 for \$2.50.**

EASTER MORN. Glistening pure white, lovely, tall branching stems 3½ feet. **Each 35c; 3 for 90c; 10 for \$2.75.**

DESIRABLE. Strikingly lovely, glistening white, heavily veined with bright purple. Strong plants with handsome foliage; free flowering, 3½ feet tall. **Each 75c; 3 for \$2.00.**

ECLADOR. A sensational rich deep golden yellow, from France. Flowers of great size and substance with velvety sheen. Vigorous, with heavy branched stems. **Each 50c; 3 for \$1.25.**

EL CAPITAN. Very fine, tall, clear light violet blue. **Each 35c; 3 for 90c; 10 for \$2.75.**

FRANCHEVILLE. Enormous flowers, richly colored, on tall branching stems. Standards fawn tinged lilac, falls purple, edged with lavender and brown, brown veins and orange beard. **Each 35c; 3 for 90c; 10 for \$2.75.**

HAPPY DAYS. Startingly beautiful immense clear yellow. Tall branching stems, each producing seven or eight massive blooms; showy in the garden. **Each 35c; 3 for 90c; 10 for \$2.75.**

HERMIONE. Large flowered French variety with bronze tinted heliotrope standards, and half-spreading falls of amaranth red, tinted yellow; throat yellow and brown. **Each 50c; 3 for \$1.25.**

GENEVIEVE SEROUGE. Pastel tawny yellow, flushed pale blue; falls lilac and pale flax blue, edged soft yellow. Large, massive flowers on tall, branched stems. **Each 50c; 3 for \$1.25.**

FRIEDA MOHR. Luminous orchid bi-color of very large size, standards being pale lilac and falls deep lilac-rose, widely flared. Tall, blooms midseason to very late. **Each 35c; 3 for 90c.**

GOLDEN MAJESTY. One of the finest deep yellows; large, beautifully formed flowers of soft gold that does not fade. **Each \$1.00; 3 for \$2.50; 10 for \$7.50.**



TOMBOUCTOU

JUNALASKA. A striking Iris of wonderful form and rich coloring. Standards are yellow, suffused bronze, with falls of deep velvety maroon and golden orange beard. Free flowering, tall, withstands heat and rain. **Each 50c; 3 for \$1.25.**

NARANGA. The nearest to a pure orange color in Iris. Buds are true orange just before they open. The large flowers are clear, rich, deep yellow with definite orange cast on the falls. Vigorous, free flowering, showy, tall growing. **Each 35c; 3 for 90c.**

MANDARIN. Handsome showy flowers of glowing orange yellow. **Each 75c; 3 for \$1.75.**

MINISTRE FERNAND DAVID. Richly colored French variety, with standards of silky reddish purple and falls a deeper, glowing red-purple. **Each 50c; 3 for \$1.25.**

MME. LOUIS AUREAU. One of the finest, distinct and different. Standards creamy white, stippled rosy mauve, darker at edges, and veined brown at base. Falls of same beautiful blend of color. **Each 50c; 3 for \$1.25.**

NEMO. Magnificent bright violet-blue self color; fragrant and effective, the huge flowers on well-branched 4 ft. stems. **Each 50c; 3 for \$1.25.**

LOS ANGELES. Large white flowers faintly edged blue. **Each 35c; 3 for 90c; 10 for \$2.75.**

LUX. Vivid and striking, standards brilliant old gold suffused bright apricot; falls semi-flaring, brownish rose tinged with carmine, with golden sheen. **Each 75c; 3 for \$2.00.**

ORGON. Standards golden yellow; falls red margined with gold. **Each \$1.00; 3 for \$2.00.**

PHARAON. A rare French variety, with huge flaring flowers of straw yellow self color. Free flowering. **Each 50c; 3 for \$1.25.**



SNOW FLURRY

HARDY IRIS—Continued

PERSIA. Lovely large flowers of smoky blue, grey and bronze artistically blended. Grows 3 feet tall. **Each 35c; 3 for 90c.**

PLURABELLE. Standards wide, golden yellow, with contrasting falls of reddish mauve, lighter at edges. 3 ft. **Each 50c; 3 for \$1.25.**

PRESIDENT PILKINGTON. A magnificent Iris of unusual coloring; standards pale buff with blue suffusion; falls wide and flaring, soft lavender edged silvery brown. **Each 35c; 3 for 90c; 10 for \$2.75.**

PURISSIMA. Lovely pure white, of giant size and perfect form. **Each 35c; 3 for 90c; 10 for \$2.75.**

RANCHO. Large bold flowers of rich mulberry-red, on tall, strong stems. Exceptionally fine, free flowering. **Each 75c; 3 for \$2.00; 12 for \$7.50.**

SHINING WATERS. Very beautiful clear blue, self color. Tall, free flowering. **Each 35c; 3 for 90c.**

SANTA BARBARA. Lovely large lavender blue self color. **Each 35c; 3 for 90c.**

SPANISH CAVALIER. Golden bronze standards, rich velvety wine red falls, with bright orange beard, make this gay Iris outstanding in any garden; grows 4 feet tall. **Each \$1.00; 3 for \$2.50; 10 for \$7.50.**

SNOW FLURRY. Pure ice white, faintly flushed with blue. Both standards and falls are beautifully ruffled and frilled. Exceptionally vigorous, with heavy, luxuriant foliage; 4 feet tall. **Each \$3.00; 3 for \$7.50.**

SAN GABRIEL. One of the finest in cultivation. Large flowers of lustrous lavender, flushed with rosy mauve, delicately fragrant. Very vigorous and tall, some stalks attaining a height of six feet. **Each 35c; 3 for 90c; 10 for \$2.75.**

TOMBOUCTOU. Clear deep mauve, without any shading; one of our most interesting and artistic French Iris. **Each 35c; 3 for 90c; 10 for \$2.75.**

ZAMPA. Striking self color of great beauty and freedom of bloom; standards and falls rich metallic blue. 3 feet. **Each 50c; 3 for \$1.25.**

Plant Iris kaempferi in full sun or partial shade, in soil into which you have spaded peat moss or leaf mold. Give them an abundance of water in their growing season, early spring until fall.

Paul J. Howard's IRIS KAEMPFERI

Among the most gorgeous of all flowers, their rich colorings, silky petals and lovely form make them known as Rainbow Iris or Orchids of the Garden.

Every garden should display them, in masses, around pools, or in the border.

Easily grown, not only are their flowers most showy, often eight inches across, but after their long blooming season, from May to July, the foliage is very attractive.

We have a grand collection of large flowered Iris Kaempferi.

RAINBOW MIXTURE IRIS KAEMPFERI

Our field of these lovely plants is one of the showiest and most admired at California Flowerland. Our mixture contains all shades, in both single and double varieties, a wonderful blend.

PRICE: 3 for \$1.25; Dozen \$4.00; 100 for \$20.00
(Prepaid to 4th Zone)

IRIS KAEMPFERI



Special Iris Collection

NO. 1

| | |
|----------------------------|--------|
| Alice Harding..... | \$.35 |
| Charmeur | .35 |
| Eclador | .50 |
| Francheville | .35 |
| Los Angeles | .35 |
| Lux | .75 |
| Nemo | .50 |
| President Pilkington | .35 |
| Purissima | .35 |
| Santa Barbara | .35 |

Price if bought separately.....\$4.20

OFFER 1-A \$3.00

One each of the above 10 Beautiful Iris

OFFER 1-B \$8.25

Three each of the above Iris, 30 plants

NO. 2

| | |
|------------------------------|--------|
| Anne Marie Cayeux | \$.35 |
| Benjamine | .50 |
| California Gold | .35 |
| Caravelle | 1.00 |
| Carved Ivory | .50 |
| Hermione | .50 |
| Pharaon | .50 |
| Ministre Fernand David | .50 |
| Mme. Louis Aureau | .50 |
| Sierra Blue | .35 |

Price if bought separately.....\$5.05

OFFER 2-A \$4.25

One each of the above 10 Choice Iris

OFFER 2-B \$11.50

Three each of the above Iris, 30 plants

Special Double Collection

20 Different Iris, one each of the two collections, No. 1 & No. 2, for

\$6.75

California Flowerland

PERENNIAL FLOWERING PLANTS



CALIFORNIA FLOWERLAND ARCTOTIS HYBRIDS

ACANTHUS

ACANTHUS MOLLIS. Handsome decorative plant that inspired the classic Greek leaf design used in architecture. Its large, deep green glossy leaves, deeply lobed, and tall spikes of curious slate colored flowers, make it most effective in landscape design, in shade or sun. **1-gal. containers, 75c.**

ANCHUSA

ANCHUSA MYOSOTIDIFLORA. A beautiful low growing border plant, 10 to 12 inches high, with large smooth heart-shaped leaves of deep green and long graceful sprays of small forget-me-not flowers of rich bright blue. Very hardy and free flowering, succeeding in rich garden soil in full sun or partial shade. **3 for \$1.45; Dozen \$4.80.**

ANCHUSA ITALICA. The tall clusters of deep blue flowers make this a valuable addition to the garden. Hardy plants, with large silvery green leaves. **3 for \$1.45; Dozen \$4.80.**

ANGELONIA

This new perennial forms a bushy plant about two feet high, covered the better part of the year with long spikes of violet colored blooms. Both flowers and foliage have delightful apple fragrance, and the graceful spikes last a long time as cut flowers. **3 for \$1.50; Dozen \$5.00.**

BLUE LILY OF THE NILE



The Perennial Plants which live from year to year play a most important part in colorful gardens. They form the permanent, or nearly permanent background of the borders, beds, and marginal plantings, making gardens that increase in interest and beauty with every year, and change their aspect with every change of season.

Perennials should be planted in groups or masses, at least three of one variety or color, for the showiest effects in the garden, and for sufficient cut flowers for interior decoration. Paul J. Howard's Perennials are pot-grown, or field grown, according to season. We are constantly adding new varieties to our splendid list.

ARCTOTIS

California Flowerland New Hybrids

Few plants are as colorful or bloom as continuously as these new African Daisy Hybrids. Our new colors are amazingly brilliant, the flowers large, with good stems on bushy plants. There is no finer flowering perennial for California. **3 for \$1.50; Dozen \$5.00.**

California Flowerland NEW HYBRID GAZANIAS

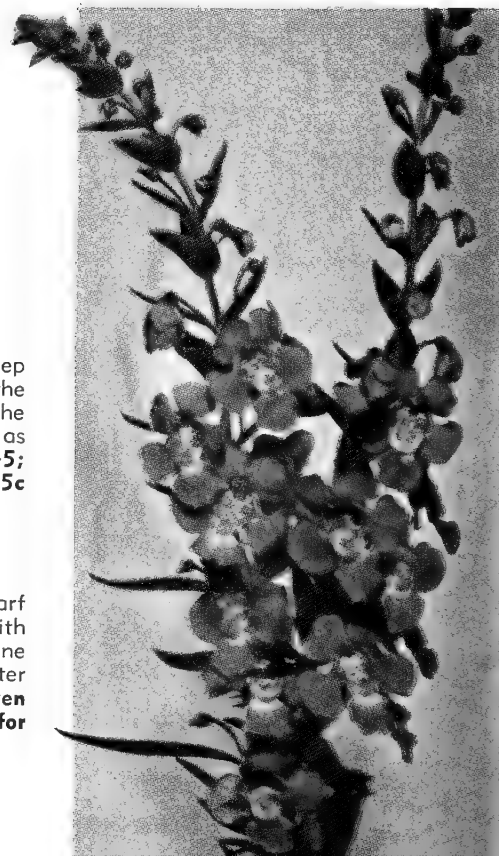
PADRE DAISIES. A wonderful new everblooming strain of this showy flower, the result of years of selection by Mr. Edward A. Howard. Beds of these showy Gazanias have bloomed constantly for 40 months.

Flowers are twice the size of ordinary Gazanias, and range in color from cream, buff and yellow shades, to deep orange, salmon, rose and maroon, some oddly marked and zoned with olive green, brown, or cinnebar red. **3 for \$1.45; Dozen \$4.80. In Plant Bands, 25 for \$1.75; \$6.00 per 100.**

ALL PERENNIAL PLANTS

listed in this catalog
are large field grown
plants, or pot grown,
depending on the
time they are plant-
ed.

ANGELONIA
APPLE SCENTED FLOWERS



BLUE LILY OF THE NILE

AGAPANTHUS UMBELLATUS. Great heads of clear deep blue flowers are produced on tall stems, surmounting the attractive strap-leaved foliage, ideal for furnishing the much wanted blue shades in summer. May be grown as tub plants or in the garden. **Large Divisions, 3 for \$1.45; dozen \$4.80. Specimens in larger containers, each 85c and \$3.00.**

AGATHEA

AGATHEA COELESTIS. Blue Daisy. Pretty little dwarf evergreen plants, almost everblooming, being covered with small sky-blue daisy-like flowers, yellow centered. Fine for borders, edgings and the rock garden, blooming winter and summer, in sun or half-shade. **3 for \$1.45; dozen \$4.80. Smaller plants in plant bands, for borders, 25 for \$1.25.**

Paul J. Howard's PERENNIAL ASTERS

MICHAELMAS DAISIES

Fall flowering Hardy Asters or Michaelmas Daisies are among the showiest of our late flowering hardy plants, giving a wealth of bright bloom in late summer and fall, when most other perennials are past blooming. They grow strong and bushy, from two to five feet high, according to variety, covering the plants with their profuse and constant bloom. For best effect, Hardy Asters should be planted in masses, using at least three plants of one variety.

They grow freely in any good garden soil, in a sunny position, often flowering in the summer, and when cut back, produce a continuous mass of bloom again in late summer and autumn.

BEECHWOOD BEACON. A strong growing bushy plant, about 2½ feet high, which in early autumn is covered with masses of deep crimson, rose-tinted flowers; one of the finest and most showy.

BEECHWOOD CHALLENGER. This is the closest shade to red in Michaelmas Daisies, being a bright rosy crimson. Free flowering, of medium height, and very showy in the border.

CLIMAX. Tall, showy plant, 5 feet high, with large, pyramidal spikes of large, light lavender-blue flowers. Blooms freely, fine for cutting.

MOUNT EVEREST. A wonderful white Aster, best of all whites. Very tall, well-formed, pointed pyramids, with many lateral growths, which flower right down to the ground. Flowers are pure white with small yellow center. 3 to 4 feet.

SURVIVOR. Wonderfully fine, hardy, fall-blooming aster, latest of all to flower. It is the outstanding aster in any garden, bearing great masses of large, bright rose-pink blooms in fall.

VIOLETTA. Large flowers of violet blue, covering the stalk from base to top; extremely free flowering and showy.

DWARF PERENNIAL ASTER

WARTBURG STAR. A beautiful spring and summer flowering Aster for the border. Large flowers 2 to 3 inches across, of deep lilac blue, with brilliant orange centers, are produced on strong 12-inch stems, splendid for cutting. A recent introduction that is worthy of a place in every garden.

ASTER FRIKARTI—Wonder of Stafa

We know of no finer hardy perennial than this lovely Aster. In California it is nearly everblooming, producing masses of showy sprays of large daisy-like flowers from spring until mid-winter. Flowers are large, of heavy texture, with stiff petals of bright lavender blue, yellow centered, and splendid for cutting. Plants are shapely and compact, about two feet high, with neat dark green foliage, and may be grown in pots for porch or patio decoration. They thrive in ordinary soil, in sun or half-shade.

PRICE of All Asters listed above: 3 for \$1.50; Dozen \$5.00

ANEMONE JAPONICA
Charming Windflower for Shade



ANEMONE JAPONICA LOVELY WINDFLOWERS

Among our most valuable perennials, they bloom from August into winter, with their beautiful flowers raised high above the handsome glossy-leaved plants. These Anemones should be freely planted for their great beauty, hardiness, and permanency. One of their great assets is the fact that they thrive in the shade where few other flowering plants will succeed.

This year we offer Mixed Colors only, ranging from white and light pink to rose and rosy red. **3 for \$1.50; dozen \$4.80.**

AQUILEGIA

CALIFORNIA FLOWERLAND LONG SPURRED HYBRIDS. A grand strain, producing very large flowers with long graceful spurs, in the most exquisite pastel colors imaginable. **Pink Shades, Blue Shades, Red Shades, Yellow and Mixture of all colors. Price: 3 for \$1.45; Dozen \$4.50.**

ALL PERENNIAL PLANTS

Listed in this catalog are large field grown plants, or pot grown, depending on the time they are planted.



HARDY ASTER "SURVIVOR"

BEGONIA

EVERBLOOMING BEGONIAS are without an equal for bedding, low borders and edging. The flowers are of the brightest colors and are borne in great profusion continuously. Of greatest value in shady beds and borders, and as pot plants.

CARMEN. Bright rose flowers in clusters well above the deep bronze purple leaves, which are so beautiful as to warrant growing for the foliage alone. Extremely free flowering, the blossoms contrasting beautifully with the foliage. An outstanding variety for pot plants or for group planting.

CHRISTMAS CHEER. Very fine brilliant scarlet

ILLUSION. One of the most beautiful of all. The large flowers almost like apple blossoms, have light rose pink edged petals, with white centers, set off by bright green, waxy foliage.

LUMINOSA. This is the most popular red-flowering Begonia for borders. Bronze foliage.

DWARF LUMINOSA. Compact form of above

PRIMA DONNA. Brilliant clear pink, shading to rose. Strong tall growing plants.

SNOW. Pure glistening white blossoms and bright green foliage that does not darken when planted outdoors, nor do the flowers turn pinkish, as do other white varieties.

Plant Band Pots: 3 for 35c; 25 for \$1.75; \$6.00 per 100.

3-inch Pots: 3 for 70c; Dozen \$2.50; \$20.00 per 100.

4-inch Pots: 3 for \$1.45; Dozen \$5.00.

California Flowerland

New Dianthus OLD SPICE

A choice Perpetual Flowering Dianthus, with all the good qualities one can expect in a plant. Its habit of growth is neat, compact, cushion-like, free flowering over a long period, as many as 20 lovely, perfectly formed blooms being produced at one time. Flowers are rich salmon pink, the color of the carnation Salmon Laddie, and spicily fragrant. Calyx does not split as in some garden pinks. As a border for the rose garden, perennial beds, or set in the rock garden, Old Spice Dianthus cannot be surpassed. 3 for \$1.50; Dozen \$5.00.

DIANTHUS

Especially fine for planting in beds and borders; their delightfully refreshing, spicy odor makes them a wonderful addition to the garden.

DIANTHUS PLUMARIUS. The old fashioned fragrant Clove Pink, with fringed edges; many colors. 3 for 25c; 25 for \$1.25.

EVERBLOOMING GARDEN PINKS

BEATRIX. Light salmon pink flowers, very double, in compact clusters. The plants sometimes produce carmine and pink flowers together. Lovely for cutting, as are the white and red varieties.

WHITE BEATRIX. A lovely new pure white. 3 for \$1.45; Dozen \$4.80.

CALIFORNIA FLOWERLAND DELPHINIUMS

Visitors marvel at the towering spikes of our wonderful Pacific Hybrid Delphiniums, in bloom in our garden from spring until fall. They are much easier to grow than older types, and will illuminate your garden with glorious tones of blue. The spikes are covered with large double blossoms, and are ideal for cutting.

Lavender Pastels, including pink tones.
Violet Shades, with deepest colorings.

Deep Blue Shades.
Light Blue Shades.

Medium Blue Shades.
Giant White.

Prices of Pacific Hybrid Delphiniums:

3 for \$1.45; Dozen for \$4.80.
In Plant Band Pots: Each 10c; 25 for \$2.00; \$8.00 per 100.

PACIFIC HYBRID DELPHINIUMS

CAMPANULA GRANDIS Six Hills Giants

A choice novelty, growing 2½ feet high, in sun or shade. Flower stems are covered with beautiful pale blue flowers, starlike and saucer shaped. Very hardy, multiplies rapidly. 3 for \$1.45; Dozen \$4.80.

PORTUGAL BELLFLOWER

CAMPANULA BELL FLOWERS

GARGANICA. Dwarf compact plants, not more than six inches high, with fine deep green foliage and masses of pretty little violet blue bells that literally cover the plants. For low borders and rock gardens, this is unequalled. 2½-inch pots, 3 for 70c; Dozen \$2.50; \$20.00 per 100. 4-inch pots, 3 for \$1.45; Dozen \$4.80.

PORTUGAL BELLFLOWER PRIMULAEFOLIA

Here is a lovely blue flowered perennial that should be in every garden. It is very hardy, easy to grow in any soil, in sun or part shade. Once established in your garden, it will bloom year after year, furnishing masses of soft blue flowers in spring and summer. Long lasting cut flower. 35c; 3 for \$1.45; Dozen \$4.80.

COLEUS

For brilliant foliage effects, nothing surpasses the various types of Coleus. Grown in pots, they brighten a room or patio and they are useful in beds and window boxes from early spring until frost. The trailing Coleus is striking for hanging baskets and window boxes, and for edging beds or borders of other plants. Our plants are cutting-grown from the choicest varieties, and can be supplied in all the rich color combinations. 4-inch pots, 3 for \$1.45; Dozen \$4.80.

California Flowerland Carnations

New in colorings, beautifully formed, and entrancingly fragrant,—these Mammoth Carnations are like the choicest displayed at exclusive florists' shops.

NEW CARNATIONS

- ALABAMA.** Brilliant scarlet overlaid on a rose background.
ARIZONA. Very large rosy scarlet.
CALIFORNIA. Rich magenta, unusual and lovely.
COLORADO. Light yellow, finely pencilled maroon at the edges of frilled petals.
CONNECTICUT. Beautiful rose, with stripes of deep maroon.
FLORIDA. Pure yellow.
IDAHO. Deep cream with rose markings at edge of petals.
ILLINOIS. Brilliant scarlet.
KANSAS. Salmon scarlet.
LOUISIANA. Showy buff with carmine stripes.
MASSACHUSETTS. Rich crimson with slate gray pencillings.
NEVADA. Lovely white flowers, pencilled carmine.
NEW YORK. Flowers are yellow, striped and marked with rosy red.
OREGON. Large deep crimson.
SOUTH DAKOTA. Buff yellow, with broad rose stripes.
TEXAS. Deep crimson and maroon.
UTAH. Showy red and pink, variegated.
WASHINGTON. Beautiful creamy white.

PRICE: Each 50c; 3 for \$1.45; Dozen \$4.80

Postpaid through the 4th zone

Recent Introductions

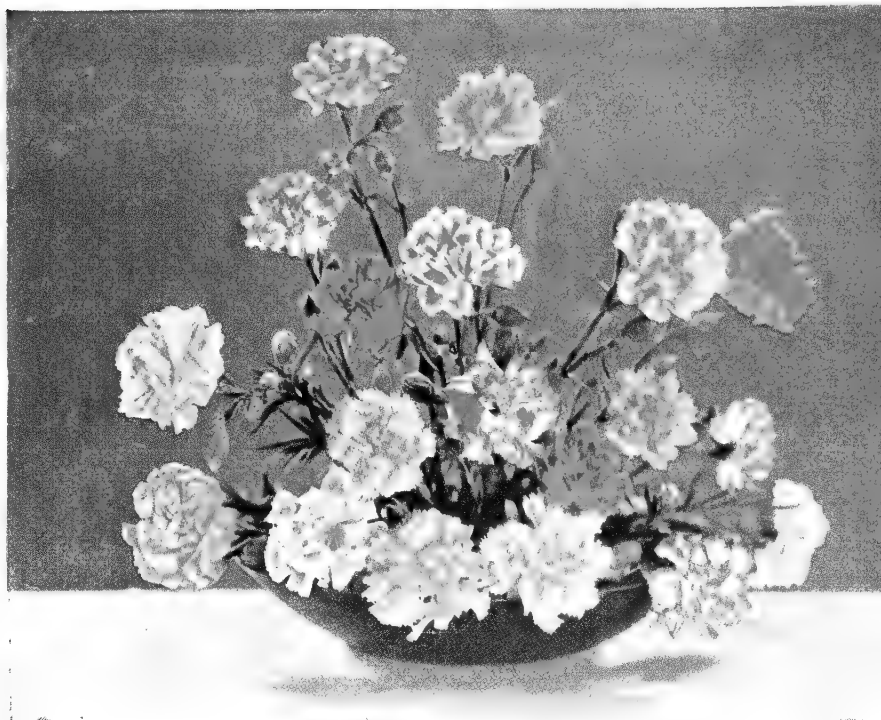
- AVIATOR.** Prodigious in the quantities of huge white blooms, with crimson edges, blotches and stripes.
CIRRUS CLOUD. Petals of pearly rose have stripes and blotches of rose and scarlet.
E. K. HARVEY. Pure white, stained and marbled deep rose; intensely fragrant. One of the best garden carnations.
MELROSE. A lovely shade of deep pink with salmon shading. One of the most free flowering.
MARCHIONESS OF HEADFORT. One of the most beautiful novelty carnations, creamy white ground with overlay of bright orange red.
OLIVETTE. Beautifully formed pure white fringed flowers, fragrant. Vigorous, free flowering, fine keeper.
PELARGONIUM. Petals edged white, blocked and overlaid crimson maroon.
PEPPERMINT. Attractive peppermint candy-striped pink and white.
RADIOLITE. Wonderful shade of red, beautiful and showy.
RED FEATHER. Large, broad-petalled flowers of golden buff, pencilled with scarlet.
RED SPECTRUM. Huge, bright red, blooms constantly.
ROYAL ROBE. Rich purple, a regal flower of velvety texture.

PRICE: Each 45c; 3 for \$1.25; Dozen \$3.50

Prepaid through the 4th zone.

DIANTHUS WINTERI

A beautiful class of hardy Garden Pinks, compact and bushy, with blue green foliage, continuously producing large fragrant single flowers on tall branching stems. They are very colorful in beds and borders, and fine for cutting. We have them in a mixture of beautiful colors, including white, white with pink eye, white with crimson eye, rosy crimson, clear pink, and rose pink. **3 for \$1.45; Dozen \$4.80; In Plant Band Pots: 25 for \$1.75; \$6.00 per 100.**



FLOWERLAND GARDEN CARNATIONS

CARNATIONS ARE EASY TO GROW

Plant Carnations in well drained, rather sandy soil, in sunny location. Keep plants pinched back until many shoots have developed from the base of the plant. When plants become well rounded in form, let the flower shoots develop. For largest flowers, disbud so that only one bud remains on each stem.

Feed Vigoro in spring and summer, for larger and more abundant blooms.

Charming English Garden Carnation LORNA

This is one of a new strain of English garden carnations, of exceptional beauty and vigor, blooming freely for many months. Plants form large tufts of heavy foliage, from which the lovely large single flowers grow in clusters, on tall, stiff stems. Flowers are a soft salmon pink, with sweet spicy fragrance, and are most attractive in bouquets. **3 for \$1.50; Dozen \$5.00.**

CONVOLVULUS

CONVOLVULUS MAURITANICUS. One of the most satisfactory low growing plants for border, rock garden, or to trail over walls and terraces. Thrives in full sun, and is covered from spring until late fall with morning-glory-like flowers of lavender blue. **3 for \$1.45; Dozen \$4.80.**

STAR OF THE VELDT

DIMORPHOTHECA EKLONIS—or Blue African Daisy. Showy daisies with petals of pure white, the reverse side steel blue, and center disk of deep blue. Flowers are large, of good substance, and produced on stems of good length for cutting. Plants grow readily in any sunny location, to a height of 18 to 24 inches, and are very free flowering. **3 for \$1.45; Dozen \$4.80.**



Paul J. Howard's PERENNIAL PLANTS

NEW...Lily-of-the-Valley Plant

FRANCOA PANICULATA. A charming and valuable addition to the list of shade-loving plants. From the rosette of attractive broad rounded, deep green leaves, numerous slender spikes of dainty white flowers appear, that combine beautifully with other flowers in bouquets. Plants are vigorous, free flowering from June to September. 3 for \$1.45; Dozen \$4.80.

Pink Lily-of-the-Valley Plant

Like the above, but the flowers are lovely soft pink. This is the first time this variety has been offered. Plant some of both colors in cool shade, where cinerarias thrive in winter. 3 for \$2.00; Dozen \$7.00.

CYCLAMEN

These lovely flowers, so much grown in pots for indoor decoration, are charming in the garden, where they will grow and bloom in shaded spots, under trees, in rock gardens, and on the north side of buildings, walls, etc., giving a touch of luxury to the garden. The foliage is so handsome that they are decorative even when not in bloom.

Our strain of Cyclamen is unexcelled for fine form, large size and clear color of the blossoms.

Dark Salmon
Light Salmon
Pure White
Salmon Scarlet

Lavender
Orange Red
Rose
Saffron Red

Mixed Colors

3-inch Pots, 3 for \$1.50; Dozen \$5.00.

4-inch Pots, 3 for \$2.75; Dozen \$10.00.

HELIANTHEMUM

SUNROSE

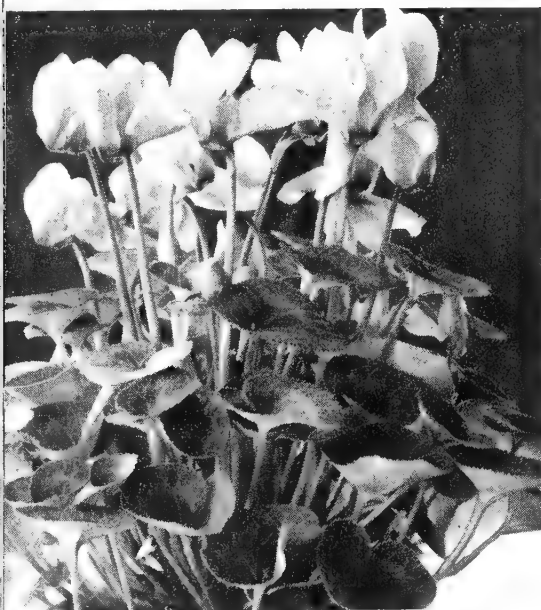
HELIANTHEMUM CHAMAECISTUS HYBRIDS. Fine trailing plants with small dark green to grey-green foliage, and flowers like small wild roses of red, yellow, salmon and cream

3 for \$1.45; Dozen \$4.80.

HUNNEMANNIA

HUNNEMANNIA FUMARIAEFOLIA. Mexican Tulip Poppy. A splendid perennial poppy with large single yellow flowers of a crepe-like texture, tulip shaped, two or three inches across. Splendid for cutting, blooming over a long period of time. Does best in a warm, rather dry situation. 3 for \$1.45; Dozen \$4.80.

CYCLAMEN



HELENIUM—Helen's Flower

Desirable, tall growing plants, with broad, spreading heads of flowers, in bloom for a long season. They do well in any good garden soil, in full sun.

HELENIUM CHIPPERSFIELD ORANGE. A fine new variety with large heads of copper and gold blooms. This is the best of the tall varieties, 4 feet high.

HELENIUM RIVERTON BEAUTY. Rich lemon yellow, with large purplish black centers; four feet, blooms in summer and fall.

HELENIUM RIVERTON GEM. Old gold, changing to wallflower red. Three and one-half feet, blooms in summer and fall.

HELENIUM PUMILUM MAGNIFICUM. Large golden yellow flowers, one of the showiest and most free flowering border plants. Grows 18 to 24 inches high, blooming constantly from early summer to October.

PRICE of Heleniums listed above: 3 for \$1.50; Dozen \$5.00.

IBERIS—Candytuft

IBERIS SEMPERVIRENS. Perennial Candytuft. Hardy dwarf plant with evergreen foliage, for permanent borders or rock garden planting. Dense tufts of pure white flowers over a long season.

IBERIS WHITE GEM. Very dwarf, low growing variety excellent for edgings, making solid mounds of fragrant white flowers. For edgings and borders. In Plant Bands, 25 for \$1.75; \$6.00 per 100.

IMPATIENS

Fleshy stemmed tender plants with bright green glossy foliage and bright flowers, for colorful beds and groups in shade, or as pot plants in shaded positions.

IMPATIENS HOLSTII HYBRIDS. A splendid mixture of bright shades of red, salmon, rose, pink.

IMPATIENS OLIVERI. This makes a fine specimen of rounded form, 3 to 5 feet across, with large lilac-lavender flowers.

IMPATIENS—NEW WHITE. Dwarf compact plant with myriads of pure white blossoms. Charming in pots or in the garden.

3 for \$1.45; Dozen \$4.80.

LAVENDER

LAVANDULA VERA. True English Lavender. Fragrant herbs, forming low rounded shrubs, with grey-green foliage and spikes of soft lavender flowers, valued for the border or rock garden. Grows 18 to 24 inches high.

NEW PINK LAVENDER—Lavandula Vera Rosea. This has the same habit of growth, and the same fragrant grey-green foliage, but flower spikes are soft rose pink, most attractive with other flowers, when cut or in the border.

3 for \$1.45; Dozen \$4.80.

SENSITIVE PLANT

MIMOSA PUDICA. Touch the feathery foliage and these plants "go to sleep." You will enjoy these fascinating plants. Grown as pot plants, they are ornamental as well as amusing, having flowers like fluffy pink balls.

Each 50c; 3 for \$1.45.



LILY-OF-THE-VALLEY PLANT

ROCKHILL EVERBEARING STRAWBERRY

A distinct variety of strawberry, in that the plants do not produce runners, but form attractive bushy plants. Foliage is luxuriant and handsome, and the blossoms and brilliant red berries add greatly to the beauty.

Berries are large, brilliant red, and of delicious flavor and quality, with the fragrant tang of wild strawberries. This variety is splendid for planting in strawberry jars, which make a striking decoration for patios and gardens. It also makes attractive ornamental edgings in the garden. **Fruiting size plants in pots: 3 for \$1.00; 12 for \$3.50; \$25.00 per 100.**



California Flowerland PERENNIAL PLANTS

Paul J. Howard's PRIMROSES

Among the most useful and beautiful plants to grow in shady beds or in pots, Primroses provide color nearly the year around.

Use Primrose plants in groups or borders among shrubbery, with Windflowers, Meadow Rue, Cyclamen or Columbine, and with spring flowering bulbs, for a delightful effect. They are attractive, too, in rock gardens.

PRIMULA OBCONICA. Familiar as pot specimens, especially at Easter, this variety is splendid for planting in shade. Our strains produce very large flowers in great clusters. **Colors: Red, Rose Pink, Blue, White.**

POLYANTHUS. English Primrose. Blooming throughout spring and summer, Polyanthus is one of our leading shade-loving plants. Colors are very bright, including red, gold, rose, blue, white and combinations of these colors. **3 for \$1.45; Dozen \$4.80.**

PENSTEMON

One of the showiest and most satisfactory perennials for the California garden. Penstemons may be planted in almost any location, at any time of the year, and always give satisfactory results. They grow two or three feet tall, with clean bright green foliage, and send out spike after spike of brilliant funnel shaped flowers, which are just as effective in bouquets as in the garden.

PENSTEMON. Sensation, Mixed Colors. Flowers of marvelous size, brilliant color and deeply veined throats.

FLOWERLAND GEM PENSTEMONS. An extremely free-flowering class, the numerous spikes of bloom are graceful and showy. Flowers not so flaring, but closely set on the stems. Beautiful in mass planting and lovely for cutting. These Gem Penstemons are among the finest perennials one can grow.

Pink Gem. Lovely rose pink.

Scarlet Gem. Brilliant red.

3 for \$1.45; Dozen \$4.80.

PENSTEMON
SCARLET GEM

SALVIA

SALVIA SPLENDENS—HARBINGER. Scarlet Sage. Salvia splendens is one of the most brilliant of all bedding plants, and this new variety is the finest of all. Dwarf, compact plants, producing long spikes of dazzling bright scarlet from early spring until late in fall. In southern California, it is almost everblooming. Splendid also, as a pot plant. **3 for \$1.45; Dozen \$4.80.**

SPLENDENS—New Art Shades. A real novelty, plants grow like Scarlet Sage, but are of different and most unusual colorings. We have four separate colors: **Royal Purple, Mahogany Red, Pink Salmon and White.** Try them for something really different. **3 for \$2.00; Dozen \$6.00.**

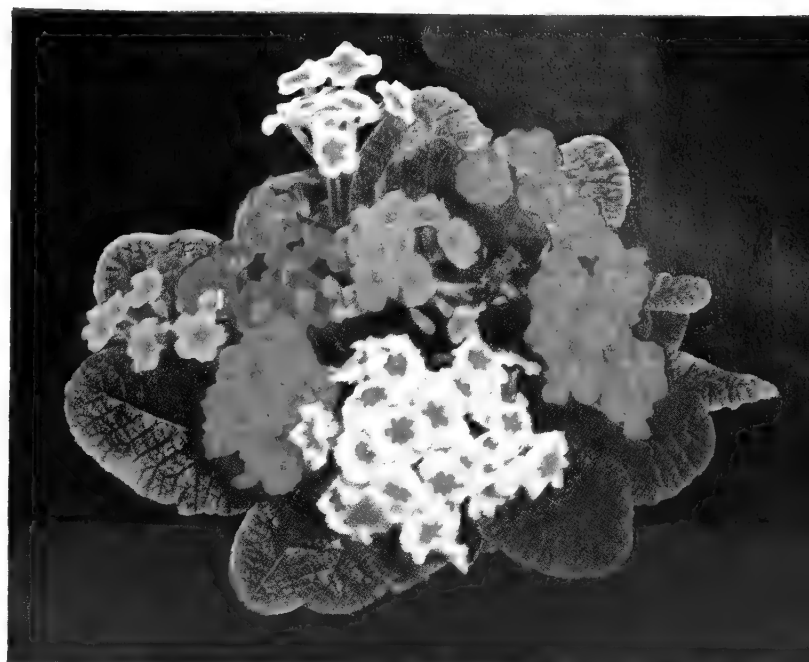
STATICE SEA LAVENDER

STATICE PEREZI. This is one of the everlasting flowers. Large sprays of bright lavender bloom keep well when dried. The ornamental plants grow 18 to 24 inches tall, with broad round leaves above which the flower stems are almost continuously displayed. Does especially well along the coast; hardy and of easy culture.

3 for \$1.45; Dozen \$4.80.

STATICE SUWOROWI—Russian Rat-Tail Statice. Long, narrow, twisted spikes of bright rose pink flowers are extremely interesting, both for cutting and in the garden. While not true perennials, plants are so long lasting and bloom so long that we put them in this section.

3 for \$1.45; Dozen \$4.80.



POLYANTHUS PRIMROSES

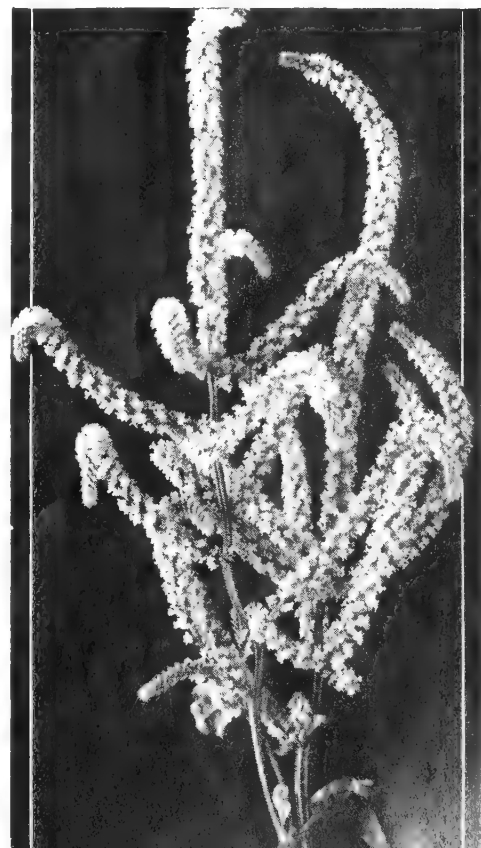
NEW RUDBECKIAS

THE KING. Large star-like flowers of purplish crimson, with conspicuous brown cone-shaped center, on strong stiff stems. Once established, each plant will produce from 10 to 20 showy blooms, even in hot, dry seasons. Hardy, disease and insect resistant, easily grown, this new Rudbeckia is ideal for hot, dry situations. **3 for \$1.50; Dozen \$5.00.**

WHITE LUSTRE. This is one of the most attractive and showy white flowered perennials we know. Pure white daisy-like blooms, with stiff petals surrounding a center of coppery orange yellow, are produced on stiff stems 3 feet tall. Clean healthy foliage, vigorous plants, in bloom almost constantly. **3 for \$1.50; Dozen \$5.00.**

PURPUREA. Giant Purple Cone-Flower. Bushy plants, three feet tall, producing masses of handsome daisy-like flowers, of striking shade of reddish purple, with a remarkable large cone-shaped center of deep brown. Showy in the border and for cutting. **3 for \$1.50; Dozen \$5.00.**

RUSSIAN RAT-TAIL STATICE



SAXIFRAGA CRASSIFOLIA

This beautiful Saxifraga, pictured at right, is an exceedingly valuable plant to grow in shady spots in your garden, where it will thrive and produce lovely cut flowers under most difficult conditions. The plants grow in almost any soil, in a shady position. Their large, glossy, leathery leaves and spikes of clear pink flowers make them doubly admirable for planting in front of shrubbery, or under trees where a mass planting is wanted. Added to their value for mass or border planting, is their beauty as cut flowers, which are freely produced in mid-winter. As it is so difficult to find a plant which will thrive readily in the shade, and yet produce flowers for cutting, this wonderful plant should be widely planted for this purpose. **2½-inch Pots, 3 for 70c; Dozen \$2.50; \$20.00 per 100.**

STOKESIA—Blue Moon

BLUE MOON. Enormous light blue flowers, disc-like in form and 5 to 6 inches across, grow on stiff stems, 12 to 18 inches tall. Plants are hardy, vigorous and unusually free from insect pests, flowering freely throughout summer and autumn. Wonderfully showy, and worthy of place in every garden. **3 for \$1.50; Dozen \$5.00.**

SCABIOSA

SCABIOSA CAUCASICA. Very hardy plants, with lovely large flowers on tall slender stems, wonderful for cutting. Our strain includes all shades of blue and lavender.

SCABIOSA COLUMBARIA. One of the most beautiful flowers for cutting, and as attractive in the garden. The plants bloom almost continuously, being especially free flowering during the winter. Flowers are very graceful and lacy, on long stems, and the colors are exquisite, ranging from lavender blue to delicate mauve and light pink.

SCABIOSA GRAMINIFOLIA. A fine new introduction, of much dwarfer habit of growth than the preceding, with silvery green foliage and showy flowers varying from vivid pink to soft rose.

Price of above Scabiosas: 3 for \$1.45; Dozen \$4.80

**THALICTRUM
MEADOW RUE**

THALICTRUM DIPTEROCARPUM. One of the real gems among hardy plants, for cool shady situations, in rich moist soil. Has graceful sprays of fern-like foliage and delicate small mauve flowers on tall, slender stems; charming in the garden and in flower arrangements.

3 for \$1.45; Dozen \$4.80.

**VERBASCUM
MULLEIN**

Plants of stately growth for background plantings, like Fox-glove, splendid for warm situations, thriving in well drained sandy soil.

MISS WILLMOTT. Very tall, five feet, with creamy white flowers in spikes.

OLYMPICUM. Silvery foliage, garden yellow flowers in large pyramidal spikes, to 6 feet high.

3 for \$1.45; Dozen \$4.80.

LOVELY SAXIFRAGA

SENECIO

SENECIO CLIVORUM. Especially valued because it is one of the few perennials that flower freely in the shade. Plants have extremely ornamental, large round leaves, and a succession of clusters of large orange yellow, cineraria-like blooms on 3-ft. stems. **3 for \$1.50; Dozen \$5.00.**

STOKESIA
BLUE MOON

*Violet
Royal
Robe*

Wonderful new giant flowered Violet. The flowers of this will actually cover a fifty-cent piece! It combines great length of stem and rich deep violet blue color, with strong growth and healthy foliage. The leaves are rich deep green, and the plants bloom abundantly in winter and spring when flowers are scarce. Its rich fragrance is the very essence of Violet perfume.

Price: Each 35c; 3 for \$1.00; 10 for \$3.00.
Postpaid

NEW GIANT VIOLET
Royal Robe



Paul J. Howard's Dwarf Bedding Dahlias, 25c

Paul J. Howard's California Flowerland FLOWER SEEDS

DWARF BEDDING DAHLIAS

As colorful as Zinnias, and just as easy to grow, these bloom for a much longer season, producing a brilliant effect in the garden and great masses of flowers for cutting. This mixture includes singles and doubles, in all shades of red, orange, yellow, rose, pink and orchid tones. **Packet 25c.**

Paul J. Howard's GERANIUMS

A new gardening thrill. Produce your own new geranium varieties from seed. Our California Flowerland Geranium seed is freshly harvested from best named varieties and from novelties yet un-named. You will get an unlimited variety of fascinating types and colors, including reds, two-toned colors, salmon, pink, white and so on.

Seed germinates readily in a flat of sand, soil and leaf mold, and seedlings will soon be ready to transplant to pots or garden.

Generous Packet, \$1.00

BELLS OF IRELAND

Molucella Laevis. A curious and beautiful plant, very decorative in flower arrangements. Stems curve gracefully and are surrounded with flaring, bell-shaped flowers of light green, delicately veined. Foliage and flowers have spicy fragrance. Long lasting; blooms from seed. **Pkt. 25c**

PORTULACA PARANA

A bed or border of these Portulacas in bloom resembles a shimmering sheet of brilliant silk. Flowers completely cover the plants, are three times the size of ordinary Portulacas, and brilliant rose in color. These are among the most admired bedding plants at California Flowerland. **Packet 50c.**

Paul J. Howard's

SINGLE HYBRID GERBERAS—Transvaal Daisy

By years of careful selection of the most desirable types and colors, we have developed a strain of these marvelous flowers which we believe is beyond compare. Petals are very long, narrow and graceful, surrounding the center disc which is very small in proportion to the size of flower. Color range includes rich hues of crimson, deep rose, scarlet and orange, as well as delicate pastel shades, cream, yellow and pink. In some flowers the discs are of the same hue as the petals, in others, of contrasting shade. **Packet of 35 seeds, 25c; 100 seeds, 60c.**

PASTEL ZINNIAS

Our own selection of giant flowered Zinnias, with huge flowers of exquisite pastel shades,—soft yellow, cream, old gold, pink and salmon shades, also white. Wonderful for massing in the garden, and for flower arrangements. **Pkt. 25c.**

Pastel Zinnias Growing in Our Fields



BELLS OF IRELAND

These interesting flower spikes, all in tones of green, almost arrange themselves.

PETUNIA—All Double Colossal Rose Shades

All-America Silver Medal Winner, 1945

The most beautiful, and the largest double petunia yet produced, with petals waved, ruffled, fringed or plain, all beautifully formed. Color shades range from light and salmon pink to mostly deep pinks and purplish rose tones. Under good cultivation, flowers measure from four to five and one-half inches across. Plants are of strong growth, about 18 inches tall, with luxuriant foliage and heavy stems. **Packet \$1.00.**

California Flowerland HELIOTROPE

Our seed comes from our own collection of new and choice varieties, and includes all shades of lavender and purple, tall and dwarf. Heliotrope is one of our most delightfully fragrant flowers. **Packet 50c.**

Everblooming Garden Pinks

DIANTHUS WINTERI

A beautiful class of hardy Garden Pinks, compact and bushy, with blue-green foliage, producing continuously large fragrant single flowers on tall branching stems. They make colorful borders and flower beds, and lovely, long lasting flower arrangements. Our mixture includes shades of rosy crimson, pink, and white. **Packet 50c.**

California Flowerland FLOWER SEEDS

AGERATUM

Favorite bedding and border plant, blooming nearly constantly. Easily raised from seed.

Blue Perfection. Deepest blue. 9 inches. Pkt. 15c.

Midget Blue. Very dwarf, delicate, fine foliage; lilac blue Pkt. 25c.

AGATHEA. Blue Marguerite. For borders and edging. Small blue daisy-like flowers, yellow centered. Pkt. 15c.

AQUILEGIA. Columbine. Paul J. Howard's Long Spurred Hybrids. Perennial. Mixed Colors. Pkt. 25c.

ARCTOTIS. Showy, daisy-like flowers in brilliant colors, orange and bronze tones predominating, but also pastel rose, cream, yellow, and salmon. Of easy culture and great beauty, blooming for a long season. New Hybrids, Mixed. Pkt. 25c.

SWEET ALYSSUM

Carpet of Snow. Very dwarf, 2 inches, pure white. Pkt. 15c; oz. 75c.

Little Dorrit. Compact, 6 inches; white. Pkt. 15c; oz. 75c.

Lilac Queen. Improved deep lilac. Pkt. 15c; ¼ oz. 35c; oz. 85c.

Violet Queen. Bright violet bloom of honey-like fragrance. Dwarf, compact. Pkt. 25c; oz. \$1.50.

Mixed Varieties. Lavender, Purple, White. Pkt. 15c; oz. 75c.

BALSAM. Symmetrical, fleshy stemmed plants for shade. Double waxy blossoms in mixed colors. Pkt. 10c.

BEGONIA. Semperflorens. Bedding type. Pkt. 25c.

Prima Donna. Clear pink.

Luminosa. Scarlet.

Snowball. White.

Illusion. NEW. The largest and finest of all bedding Begonias. Pkt. 50c.

BELLIS. English Daisy. Perennial. Giant Double Mixed. Pkt. 25c.

CALENDULA Pot Marigold

Ball's Gold. Huge deep golden yellow, dark center.

Campfire. Large deep orange.

Chrysantha. Buttercup yellow, loosely arranged incurved petals.

Orange Sunshine. Chrysantha type, bright orange.

Orange Fantasy. Coppery orange, edged mahogany red.

Orange Shaggy. Large double flowers 3 inches across, quilled petals deeply cut at ends, giving a chrysanthemum-like effect.

Price of Above, Pkt. 15c.

Yellow Colossal. Large flowered Chrysantha type Pkt. 25c.

Orange King. Bright orange, dark eye. Pkt. 10c.

Lemon Queen. Pkt. 10c.

CALLIOPSIS. Golden Crown. Showy annual. Masses of orange yellow flowers, brown centers, fragrant, long stemmed. Pkt. 25c.

ANNUAL CHRYSANTHEMUMS

"Painted Daisies". Bushy plants with daisy-like flowers. Easily grown, free flowering

Eldorado. Golden yellow, dark eye. Pkt. 15c.

Tricolor. Yellow, bronze, scarlet, rose, purple, in mixture Pkt. 15c.

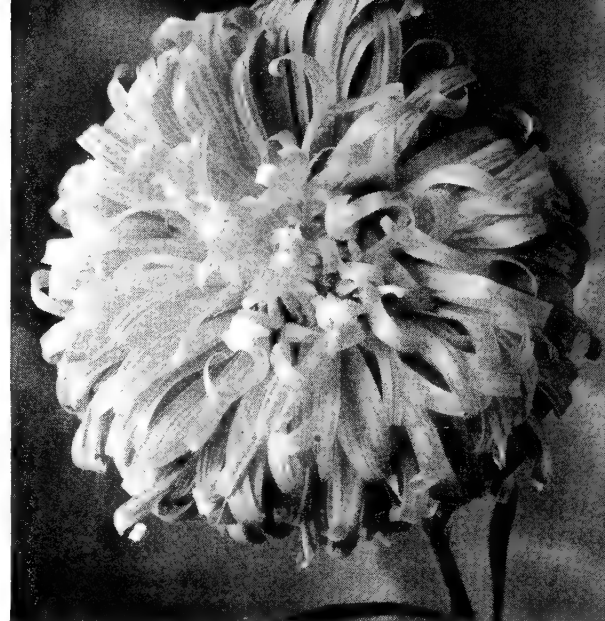
Flowerland LADY LENOX COSMOS

Old fashioned, yes, but what flowers that bloom so freely in late summer and fall are more exquisitely formed, or are so easy to grow? Our Lady Lenox Cosmos are ideal for California gardens, growing into tall bushes and blooming when other flowers are scarce. Plant them along fences, by the garage, or as background for other planting, and enjoy a wealth of lovely cut flowers.

You will be particularly delighted with our **Lady Lenox Pink and White Blend Cosmos.** Packet 15c.

Cosmos Sensation. An earlier flowering strain, blooming while plants are smaller. Mammoth flowers. **White, Red, Pink, or Mixed.** Pkt. 15c.

Cosmos, Semi-Double Orange Flare. Very early, vivid orange. Pkt. 25c.



ASTER EARLY GIANT PEACH BLOSSOM
Wilt Resistant

ASTERS

Giant Crego, Wilt Resistant Strain. Huge double flowers of Comet type, petals curled and twisted. Strong branched plants, 2 1-2 feet tall, produce long, straight-stemmed bloom in mid-September. **Azure Blue; Cattleya** — lavender; **Deep Rose; Peach Blossom; Royal Purple; Shell Pink; White; Mixed Colors.** Pkt. 25c; 5 packets for \$1.00.

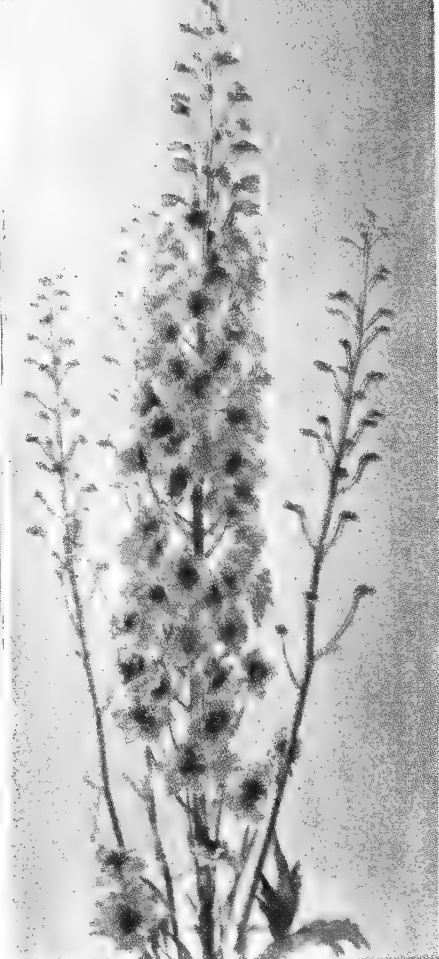
Super Giant Asters. The largest and most fully double Aster, 6 inches across, full petalled, of ostrich feather type; wilt resistant. We offer two shades,—**El Monte** rich crimson, and **Los Angeles** soft shell pink. Pkt. 25c.

Giants of California. Immense fluffy flowers, petals curled and twisted, on long stiff stems. Plants grow 2 1-2 to 3 feet tall, with fine foliage. **Apple Blossom, Light Blue, Light Purple, Deep Purple, Loveliness (Shell Pink), Peach Blossom, Deep Rose, White, and Mixed Colors.** Pkt. 25c; 5 packets for \$1.00.

Giant California Sunshine Asters. Flowers 4 to 5 inches across, with single row of broad petals around a center disc of quilled yellow petals. Plants 2 to 3 feet tall, bloom in September. **Pink, Rose, Lavender, Purple, White, in mixture only.** Pkt. 25c; 5 packets for \$1.00.

Single Giant Asters. (Chinensis). Like huge Shasta daisies, on strong stems. Much branched plants. **Mixed.** Pkt. 15c; 6 packets for 75c.

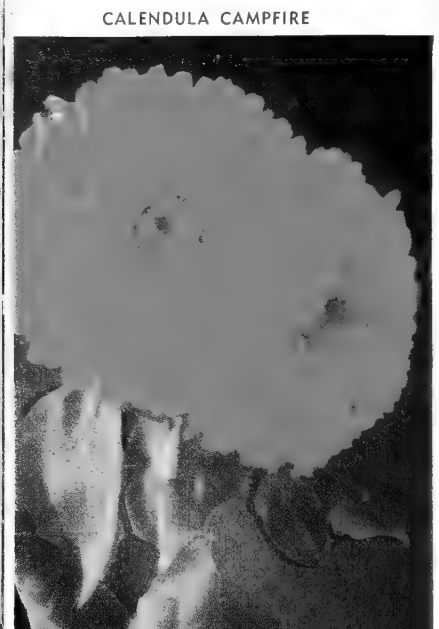
COSMOS LADY LENOX



PACIFIC GIANT DELPHINIUM
(See next page)



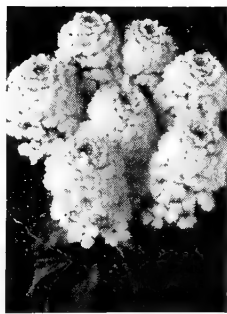
ANNUAL CHRYSANTHEMUM



CALENDULA CAMPFIRE



**Campanula
Calycanthema**



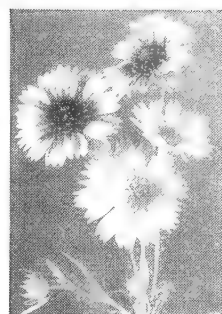
**Candytuft
Hyacinth Flowered**



Godetia



**Dianthus Plumarius
Single Mixed**



Gaillardia



**Helichrysum
Mixed**

Paul J. Howard's Flower Seeds

CANDYTUFT

Giant White Hyacinth Flowered. Long heads of pure white flowers. Pkt. 15c; ½ oz. 60c; oz. \$1.00.

Umbellata. Compact, much branched plants. Pink, Rose, Lavender, Purple, White and Mixed Colors. Pkt. 15c; ½ oz. 45c; oz. 75c.

CANTERBURY BELLS

Campanula Calycanthema. (Cup and Saucer). Biennial. Tall branching, lovely cup and saucer-like flowers. Blue, Rose, White and Mixed Colors. Pkt. 25c.

Annual Canterbury Bells. Blooms from seed 6 months after sowing. Plants grow 2 to 2½ feet high, with 6 to 8 spikes of bells. Deep Rose, Blue, Violet, Pink, White, Mixed Colors. Pkt. 15c; 6 pkts. for 75c.

CARNATION

Perpetual Flowering Giants. Very large fragrant flowers, on long stems, produced almost continuously. Blood Red, Rose, Spectrum Red, Salmon, Yellow, White and Mixed Colors.

Packet of approximately 100 seeds, 35c.

CELOSIA

Celosia Plumosa. Pride of Castle Gould. Feathered Cockscomb. Tall plummy flowerheads. Crimson, Yellow, Mixed. Pkt. 15c.

Royal Velvet. Deep velvety red flower heads, bronze foliage. Pkt. 15c.

CENTAUREA

Centaurea Cyanus. Bachelors' Buttons. Giant Double Strain. Blue, Rose, White, Mixed Colors. Pkt. 10c.

Centaurea Imperialis. Sweet Sultans. Thistle-like flowers, fragrant. Lavender, Rose, White, and Mixed Colors. Pkt. 15c.

Centaurea Suaveolens. Yellow Sweet Sultans. Pkt. 15c.

Centaurea Candidissima. Dusty Miller. Low growing, silvery foliage, yellow flowers. Pkt. 15c.

CLARKIA. Attractive plants, easily grown; long leafy stems covered with double flowers. Rose, Red, and Purple Shades in Mixture only. Pkt. 15c.

CLEOME. Pink Queen. Spider Plant. Attractive plants, 4 feet high, bear huge heads of attractive pink flowers from spring to frost. Grows in sun or part shade. Pkt. 25c.

COREOPSIS. Mayfield Giant. Large deep golden flowers; early. Pkt. 15c

Coreopsis, Double Sunburst. Double golden yellow about 80 per cent true double. Pkt. 25c.

CYNOGLOSSUM. Amabile. Chinese Forget-Me-Not. Long sprays of bright blue blossoms, over a long season. Pkt. 15c.

C. Firmament. Dwarf, rich blue; does well in poor soil. Pkt. 25c.

LARKSPUR IMPERIAL GIANTS Mixed Colors



DAHLIAS

Easily grown from seed. We offer selected prize winning strains.

Cactus Mixed. Pkt. 50c.

Show and Hybrid Show. Double Mixed. Pkt. 50c.

Dwarf Double Dahlias, Mixed Colors. Pkt. 25c.

DELPHINIUM

Pacific Giant Hybrids. Massive towering spikes of snowy bloom, from spring until fall. Our California Flowerland strain is offered in **Deep Blue Shades, Medium Blue Shades, Light Blue Shades, Lavender Pastels, and Giant White.** Pkt. 50c.

DELPHINIUM BELLEDONNA. Light Blue, Pkt. 25c.

DELPHINIUM BELLEMOSUM. Deep Blue. Pkt. 25c.

DIANTHUS

Sweet Wivelsfield. Like Annual Sweet William, but with larger flowers in wider range of colors. Early. Pkt. 15c.

Winteri. Everblooming Garden Pinks. Pkt. 50c.

Dianthus Plumarius. English Clove Pink.

Single Mixed. Pkt. 15c.

Double Mixed. Pkt. 15c.

DIDISCUS. Blue Lace Flower. Pkt. 15c.

DIGITALIS. Foxglove. Giant Shirley Strain. Pkt. 15c.

DIMORPHOTHECA. African Golden Daisy. Showy annuals for beds or borders. Golden Yellow, Orange, Salmon Pink, and Mixed Colors. Pkt. 10c.

DIMORPHOTHECA. Eklonis. Blue African Daisy. Bluish white, deep blue centers, nearly ever-blooming. Pkt. 25c.

CALIFORNIA POPPY

Eschscholtzia Aurantiaca. True California Poppy, brilliant orange and gold flowers in spring. Pkt. 10c; oz. 45c; pound \$4.50.

New Hybrids, Mixed Colors. Orange, salmon, scarlet, cream and yellow; many frilled flowers. Pkt. 15c; oz. \$1.50.

GAILLARDIA

Paul J. Howard's Double Annual. Large fluffy double flowers, shades of orange, salmon, rose, scarlet, maroon, yellow, in mixture. Pkt. 25c.

Indian Chief. Annual. Bronze mahogany, single. Pkt. 15c.

Portola Hybrids. Perennial, shades of bronze red, golden tipped; vigorous. Pkt. 25c.

PADRE DAISY

Gazania. Howard's New Everblooming Padre Hybrids. Splendid new strain with gorgeous large flowers in art and pastel shades, oddly marked and shaded. Plants robust; in bloom constantly. Pkt. 35c.

GEUM. Mrs. Bradshaw. Hardy perennial for the border and cutflowers, long stemmed double flowers all summer; bright orange scarlet. Pkt. 15c.

Geum Lady Stratheden. Double yellow. Pkt. 15c.

Geum Orange Prince. Semi-double, reddish orange. Pkt. 15c.

GODETIA. Attractive showy annuals for half-shady locations. Bright, azalea-like flowers, long lasting. Tall, Double Mixed. Pkt. 15c.

GYPHOPHILA Baby's Breath. Perennial, Single White, Pkt. 15c; Double White, Pkt. 25c.

HELICHRYSUM. Favorite everlasting flowers, richly colored, red, orange, pink and rose shades, yellow and white, in mixture only. Pkt. 15c.

HOLLYHOCKS

Giant English Double. Rose, Newport Pink, Salmon, Maroon, Scarlet, Yellow, White and Mixed Colors. Pkt. 15c.

Single, Early Flowering. Mixed Colors. Pkt. 15c.

Double Begonia Flowered, Pastel Mixed. Pkt. 25c.

HUNNEMANNIA. Mexican Tulip Poppy. Single Yellow. Pkt. 15c.

Sunlite. Semi-double yellow. Pkt. 25c.

IPOMEA

Morning Glory

Pearly Gates. Satiny White. Pkt. 25c.

Heavenly Blue. Deep sky blue; early; flowers remain open all day. Pkt. 25c.

Scarlet O'Hara. Gorgeous velvety red blooms; early, fine, distinct foliage. Blooms all summer. Pkt. 25c.

Moonflower. Night blooming, white flowers. Pkt. 15c.

LARKSPUR

Giant Imperial type, with tall branched plants, the stalks thickly set with large double florets. Showy and fine for massing and for cutting: **Blue Spire, Lilac King, Rose King, White King, and Mixed Colors.** Pkt. 25c; 5 pkts. for \$1.00.

LOBELIA

For borders and low edgings; trailing Lobelias are useful for window boxes and hanging baskets. In bloom from spring until late fall.

MRS. CLIBRAN. Compact, green foliage; bright blue with white eye. Packet 15c.

CRYSTAL PALACE. Compact, dark foliage, dark blue flowers. Packet 15c.

SAPPHIRE. Trailing, bright blue flowers. Packet 15c.

LUPINE

Lupinus nanus. Attractive native flower, with showy spikes of blue flowers in spring. Pkt. 10c; oz. 60c; pound \$6.00.

MARIGOLD (See next page)



Paul J. Howard's Marigolds



CHRYSANTHEMUM FLOWERED MARIGOLDS

Early, free flowering, flowers of several distinct types, some incurved and quilled, others flat-petalled, wonderful for cutting.

Goldsmith. Giant golden orange, full and double; free flowering, early. **Pkt. 25c.**

Mission Giants. Yellowstone. Clear golden yellow, double incurved flowers, 2½ inches across. **Pkt. 25c.**

Sunset Giants. Largest of all, flowers fragrant, loosely formed, with broad heavy petals overlapping. Deep golden orange, golden and light yellow. **Pkt. 25c.**

Tall African Marigolds. Huge quilled double flowers, 4 and 5 inches across. Tall branching plants, bushy, free flowering. **Orange, Lemon, and Mixed. Pkt. 25c.**

DWARF MARIGOLDS

Pot O'Gold. Dwarf Gigantea Type, earliest to bloom; continues 7 or 8 weeks. Huge golden orange with broad overlapping petals. **Pkt. 35c.**

DWARF FRENCH MARIGOLDS

Butterball. Compact little plants, covered with small flowers of butter yellow. Early and continuous flowering. **Pkt. 25c.**

Early Harmony. Dwarf, compact; broad velvety maroon petals around a crested orange center. **Pkt. 15c.**

Dwarf Double Mixed. All shades of yellow, orange and brown. **Pkt. 15c.**

MINIATURE MARIGOLD, Tagetes Signata Pumila. Very compact, bushy little plants, covered with small star-shaped bright yellow flowers. **Pkt. 15c.**

GIANT PETUNIAS

PAUL J. HOWARD'S GIANTS OF CALIFORNIA. Flowers beautifully ruffled, in richest color range; plants compact. **Pkt. 50c.**

Ruffled Mammoth, Mixed Colors. Pkt. 35c.

Marilyn. New shades of rich Salmon. **Pkt. 50c.**

Enchantress. Bright Tyrian rose, white throated and veined. **Pkt. 35c.**

LARGE FLOWERED SINGLE FRINGED PETUNIAS

RUFFLED DWARF PETUNIAS. Splendid strain of nano compacta Petunias, of stocky growth, 8 to 12 inches high, free flowering. Flowers 2 to 3 inches across, waved and fringed. **Mixed Colors. Pkt. 25c.**

Scarlet Beauty. Brilliant red, suffused with rose and veined crimson; deeply frilled. **Pkt. 25c.**

Setting Sun. Dwarf spreading plants, brilliant scarlet rose flowers. **Pkt. 25c.**

Steel Blue. Rich blue veined deeper blue. **Pkt. 50c.**

THEODOSIA. Bright rose pink, deeply fringed, with golden throat veined black. **Pkt. 25c.**

Violet Fringe. Immense velvety violet, fringed edges. **Pkt. 25c.**

White Beauty. Lovely snowy white, throat veined green. **Pkt. 25c.**

FLUFFY RUFFLES, MIXED. Flowers so ruffled and frilled that they appear double; lovely shades of rose, salmon, crimson, light blue and white, with heavily veined throats. **Pkt. 50c.**

COMPACT BEDDING PETUNIAS

Compact, free flowering, about 12 inches tall, blooming from early summer until late fall; for massing borders, and edgings.

Celestial Rose. (Improved Rose of Heaven). Rosy pink. **Pkt. 15c.**

Rosy Morn. Rose pink, white throat. **Pkt. 15c.**

Heavenly Blue. **Pkt. 15c.**

King Henry. Very large, showy velvety red. **Pkt. 25c.**

Violacea. Rich deep purple. **Pkt. 15c.**

TALL BEDDING PETUNIAS.

Strong plants of spreading growth, in constant bloom, free flowering, thrive in ordinary soil.

Radiance. Bright cerise rose, yellowish throat veined brown. Early. **Pkt. 25c.**

Blue Bee. Violet blue. **Pkt. 15c.**

General Dodds. Velvet crimson. **Pkt. 15c.**

Mixed Bedding Petunias. Pkt. 15c.

BALCONY PETUNIAS. Trailing habit, for covering banks, training on fences, lattice, and for window boxes. **Crimson, Rose, Violet and Mixed Colors. Pkt. 15c.**

NASTURTIUMS

DOUBLE GLEAM HYBRIDS

Large fragrant flowers, double and semi-double, of beautiful form, and bright colors. Plants are strong, vigorous, semi-tall, free flowering; splendid for beds, borders and ground covers.

Golden Globe. Dwarf golden yellow.

Golden Gleam. Golden yellow, bright green foliage.

Moon Gleam. Soft primrose yellow.

Orange Gleam, Salmon Gleam, Scarlet Gleam, Gleam Hybrids, California Flowerland Mixture of All Colors.

Price of above: **Pkt. 15c; oz. 40c.**
pound \$4.00

Indian Chief. Brilliant scarlet flowers and dark foliage. Free flowering. **Pkt. 15c; oz. 50c; pound \$5.00.**

SINGLE NASTURTIUMS

Tall or Trailing, Mixed Colors.

Dwarf, Mixed Colors.
Price: **Pkt. 10c; oz. 30c.**

NEMOPHILA INSIGNIS

Baby Blue Eyes. A low-growing California annual, for carpeting and naturalizing; dainty cup shaped flowers of sky blue, with white eye. Sow from October to March. **Pkt. 15c; oz. 90c.**

NICOTIANA

Sweet Scented Tobacco. Masses of fragrant star-shaped, long tubed flowers on tall plants. Hybrid Mixed. **Pkt. 15c.**

NIEREMBERGIA Cup Flower

Purple Robe. Very dwarf, grey green foliage and masses of lovely deep violet cup-shaped flowers, that do not fade even in hottest weather; almost everblooming. **Pkt. 25c.**

MIGNONETTE

New York Market. Large spikes of bloom, cream and gold, delicately fragrant. **Packet 15c.**

MYOSOTIS. Forget-Me-Not. Blue Bird. Richest deep blue; free flowering, vigorous. Blooms first year from seed if sown early. **Pkt. 25c.**

NIEREMBERGIA



PENSTEMON. Hybrid Gloxinoides. Showy perennial for the garden and wonderful for cutting. Clean bright green foliage and tall sprays of gay flowers over a long season. Blooms first year from seed. **Carmine, Red, Violet. Pkt. 25c.**

Castle Forbes. (Gentianoides). Vivid carmine, white throat. **Pkt. 25c.**

Miniature Hybrids. Graceful sprays of miniature flowers. Early, free flowering. **Mixed Colors. Pkt. 25c.**

ANNUAL PHLOX

Phlox Drummondii

Unsurpassed for continuous show of color in the garden, and for cut flowers; easily grown from seed.

Grandiflora Mixed Phlox. Pkt. 15c.

Phlox Gigantea. Mixed Colors. Large flowerheads of bloom, glowing shades of red, pink, and rose, all with white eye. **Pkt. 25c.**

PANSIES

PAUL J. HOWARD'S SUPER SWISS GIANT

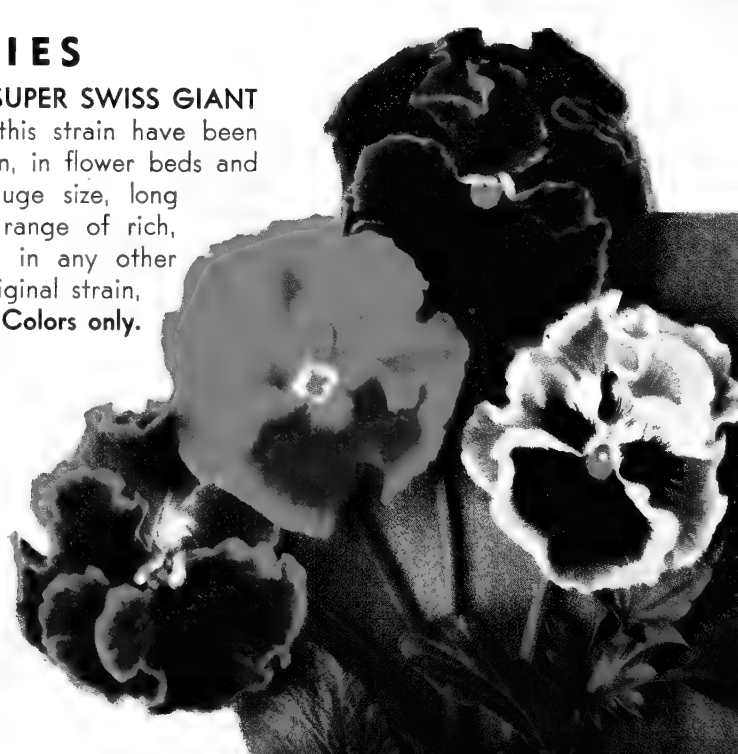
PANSIES. Flowers from this strain have been sensational wherever grown, in flower beds and borders. They are of huge size, long stemmed, and display a range of rich, brilliant colors not found in any other type. Our seed is the original strain, greatly improved. **Mixed Colors only. Packet 50c.**

PANSY PLANTS

Blooming size.

Doz. 75c.

100 \$5.00.



Paul J. Howard's Flower Seeds

PORTULACA. The most brilliant low-growing ground cover we know. Easily grown from seed, flowering 6 weeks after sowing. The soft green, moss-like plants are completely covered with small rose-like flowers of vivid rose, scarlet, orange and yellow. For banks, parkways and low borders, this is the brightest and most attractive little plant.
Single Mixed Colors. Pkt. 15c; 1/4 oz. 30c.
Double Mixed Colors. Pkt. 25c; 1/4 oz. \$1.00.

PORTULACA PARANA. This is the large flowered one so showy and so greatly admired in our gardens. A bed of these gives the appearance of a mass of shimmering brilliant rose satin. Pkt. 50c.

ICELAND POPPY

Papaver Nudicaule. Lovely perennial poppies, for bedding and cutting; long stemmed satiny flowers.

Emperor. Orange
Empress. Salmon shades
Mixed Colors

Pkt. 25c.

POPPY. Oriental. Huge glistening flowers, brilliant colors mixed. Pkt. 25c.

SALPIGLOSSIS

Velvet Flower or Painted Tongue. Large showy trumpet-shaped flowers, richly colored and veined. Plants 2 feet high, bloom all summer. Mixed Colors. Pkt. 15c.

STATICE Perezii. Panicles of rich blue ever-lasting flowers. Large decorative foliage; everblooming. Pkt. 15c.

STOCKS

Paul J. Howard's Giants of California. Giant flowered, very early Imperial type, 2 1/2 to 3 feet tall, producing long spikes thickly set with immense individual florets.

Golden Gate. Yellow
Monterey. Pink
Pacific. Blue
Santa Maria. White
Tahoe. Lavender

Mojave. Velvet Purple
Redwoods. Blood Red
Santa Barbara. Chamouis
Sequoia. Rose Carmine
Yosemite. Deep Rose

Mixed Colors
Price: 25c; 5 pkts. for \$1.00.

SALVIA Scarlet Sage

Harbinger. Blooms very early, from June until late fall. Compact, about 16 inches tall, vivid scarlet bloom. Pkt. 50c.

SCABIOSA

Pincushion Flower. Showy for cutting and bedding; 2 to 3 feet high. Large round flowers, the stamens forming a dense head, surrounded by flat petals, on long stiff stems. **Blue Moon, Peace—**Pure White, **Deep Rose**, and **Mixed Colors.** Pkt. 25c.

SHASTA DAISY

Alaska. Most popular of all. Pkt. 15c.
Double Giant Shasta Daisy. Varied types of double flowers, very large; some singles will appear. Pkt. 25c.

TEXAS LACE FLOWER. Large heads of lacy white flowers on long stems. Pkt. 15c.

SNAPDRAGON ANTIRRHINUM

We offer only rust resistant strains in various types, in a marvellous range of colors.

MAXIMUM TYPE (About 3 feet tall)

Alaska. White
Canary Bird. Yellow
Fair Lady. Pearl Pink

Copper Shades.
Rosalie. Rose pink
Mixed Colors.

SUPER MAJESTIC TYPE (1/2 to 2 feet tall)

Dainty. Soft Pink
Orange Shades. Red Shades.
Rose Shades.
Mixed Colors.

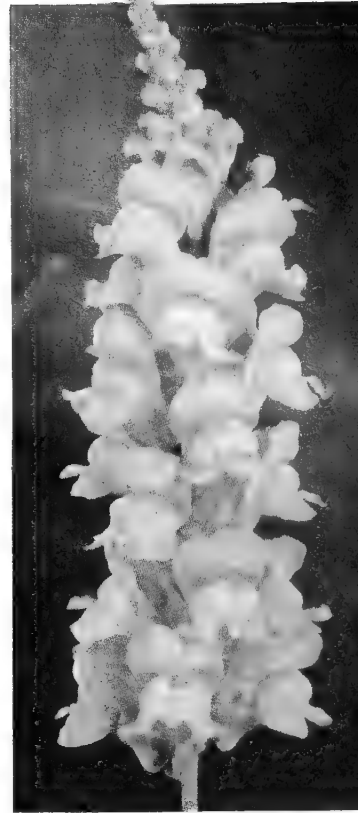
Packet 25c; 5 packets for \$1.00.

DWARF MAGIC CARPET. Dwarf Snapdragon of creeping habit, 6 to 8 inches tall, with masses of short flower spikes in lovely shades of pink. For borders and rock gardens. Pkt. 25c.

TITHONIA Speciosa. Mexican Sunflower. Brilliant orange vermillion flowers, like single dahlias. Tall plants, heavy deep green foliage; bloom in fall. Pkt. 25c.

VERBENA Gigantea Hybrids. Giant flowerheads, florets very large with white eye. Compact, strong growing plants, ever-blooming; easily grown, requiring little water. **Luminosa,** Flame Pink; **Scarlet,** **Lavender Glory,** **Royal Blue,** **Salmon Pink,** **Pure White,** also **Mixed Colors.** Pkt. 25c. 5 pkts for \$1.00.

VIRGINIA STOCK. Malcolmia Maritima. Pretty low-growing annual, 8 inches tall, for borders or covering bulb beds. Small bright flowers like stocks, over a long season. Mixed Colors. Pkt. 15c; oz. 90c.



SNAPDRAGONS
Rose Shades

California Flowerland Early Flowering

SPENCER SWEET PEAS

One packet of seed will plant 5 feet of row; one ounce, 35 feet of row

A superior strain of early flowering Spencer type, noted for the enormous size of the wavy blossoms, the greater number of flowers on each stem, long sturdy stems, lovely colors and rich fragrance. Seed may be sown for winter and summer bloom.

American Beauty. Crimson rose.
Amethyst. Royal purple.
Aviator. Scarlet.
Bacchus. Deep maroon.
Ball's Orange.
Bridesmaid. Light pink.
Cattleya. Ruffled lilac.
Chime. Light salmon pink.
Eileen. Salmon rose.
Exposition Pink. Clear pink.
Fragrance. Fragrant lavender.

Glitters. Vivid cerise.
Grenadier. Bright scarlet.
Improved Hope. Giant white.
Josie. Giant deep rose pink.
Oriental. Cream.
Rhumba. Golden Cerise.
Rose Picotee. White, pink edging.
Sequoia. Golden salmon.
Shirley Temple. Soft rose pink.
Sweet Briar. Huge rose pink.
Susanna. Deep crimson.

Tahoe. Blue, frilled.

Price of above: Pkt. 15c; 1/2 oz. 35c; oz. 65c.

CALIFORNIA FLOWERLAND EARLY SPENCER SWEET PEAS, Mixed Colors.
Pkt. 15c; 1/2 oz. 35c; oz. 65c.



EARLY FLOWERING SWEET PEAS

California Flowerland ZINNIAS

California Flowerland Pastel Shades. Our own selection of giant flowered Zinnias, with flowers up to 5 inches in diameter. A true pastel mixture of delicate shades, soft yellow, cream, old gold, light pink, apricot, salmon, and white. Plants are strong, robust, and free flowering. Pkt. 25c.

GIANT DAHLIA FLOWERED ZINNIAS

The finest of all Zinnias, with mammoth flowers often 6 inches across and 3 to 4 inches in depth, like large Decorative Dahlias. Vigorous, free flowering, showy.

Eldorado. Rose and Salmon.
Luminosa. Bright salmon rose.
Golden Dawn. Golden Yellow.
Canary Bird. Primrose Yellow.
Scarlet Flame.

Crimson Monarch. Giant Red.
Dream. Lavender Shades.
Exquisite. Pink, deeper rose center.
Golden State. Yellow to burnt orange.
Will Rogers. Bright Red.

Illumination. Tyrian Rose.
Oriole. Orange and Gold.
Polar Bear. Pure White.
Royal Purple.
Mixed Colors.

Price, any of above: Pkt. 15c; 6 pkts. for 75c.

FANTASY ZINNIA. Medium tall, with lovely shaggy flowers, the petals being twisted and rolled. Brilliant reds, yellow, orange, rose and white, mixture only. Pkt. 15c.

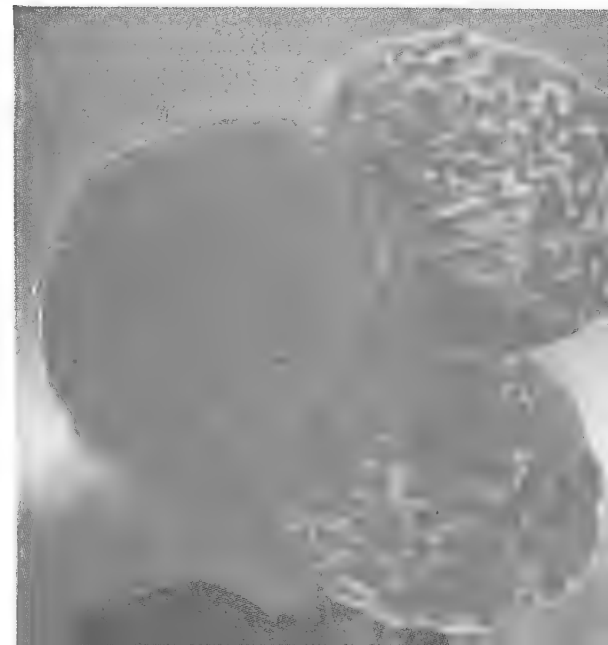
LILLIPUT ZINNIAS. Pretty little pompon Zinnias, for borders and small bouquets. Compact, free flowering. **Yellow, Flesh Pink, Orange, Salmon, Scarlet, Rose, White,** and **Mixed Colors.**

ZINNIA PUMILA, Dwarf Double Cut-And-Come-Again Compact plants, about 18 inches high, free flowering; double flowers of medium size. Mixed Colors. Pkt. 15c.

ZINNEA LINEARIS. Showiest dwarf bedding plant, continuously covered with small orange flowers, each petal striped lemon yellow. Pkt. 25c; 1/4 oz. 75c.

Zinnia Haageana. Fine edging plant, with small double flowers. Mixed Colors. Pkt. 15c.

GIANT PASTEL ZINNIAS



Paul J. Howard's **VEGETABLE SEEDS**

Of Outstanding Merit

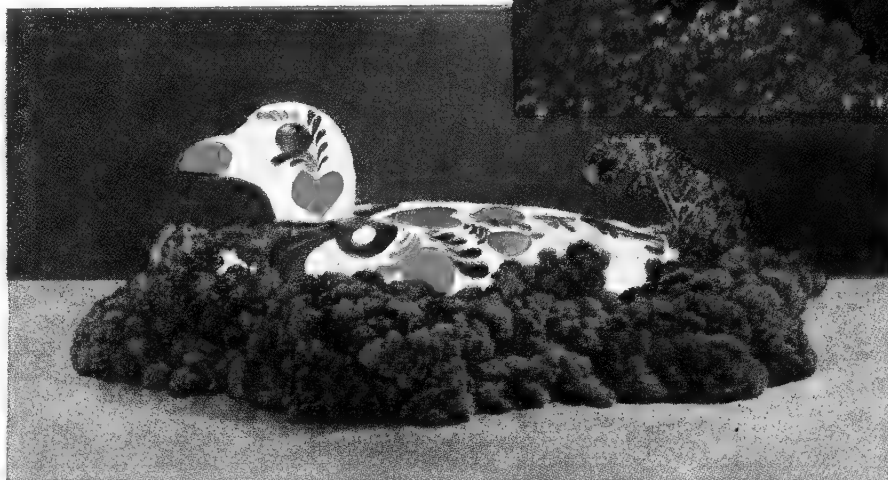
NEW—Plumed Parsley "Emerald Isle"

You have seen moss curled and "triple curled" Parsley, but never before have there been such beautifully plumed plants as seen in our new variety, **EMERALD ISLE**. As green as the hills of Ireland, the plants themselves are as attractive as a luxuriant fern. You will find the leaves of Emerald Isle Parsley will give an entirely new fillip to your garnishes, a delightfully fresh flavor to soups and salads.

Here too is an herb that will add beauty as well as utility in your garden. Use Emerald Isle Parsley for a neat cool green border; and in corners of beds groups of these plants make a fine foil for flowers and other ornamental plantings. Grow them in pots and in window boxes, too.

Liberal Packet, 50c

**EMERALD ISLE
PARSLEY
PLANTS**
in pots
3 for \$1.00
Dozen \$3.50



**ALL SEEDS
PREPAID**
All Prices quoted
on Vegetable
Seeds include post-
age.

BUSH BEANS

IMPROVED DWARF BUTTER WAX. Plants erect, vigorous, productive. Round pods, very fleshy, waxy yellow, stringless, rich flavor; splendid for canning. **Pkt. 10c; 1/2 lb. 30c; lb. 50c.**

STRINGLESS GREEN POD. Round pods, medium green, meaty, stringless, tender; finest flavor. **Pkt. 10c; 1/2 lb. 30c; lb. 50c.**

CANADIAN WONDER WINTER BUSH BEAN. Plant from September to November, according to locality. Quality late snap beans, also good as shell beans. Flat, straight light green pods, not stringless, but tender. **Pkt. 10c; 1/2 lb. 30c; lb. 50c.**

LIMA BEANS

FLOWERLAND BUSH LIMA BEANS. Our customers were enthusiastic over the delicious buttery flavor and fine quality of these Flowerland Bush Limas in our Vegetable Department last summer and fall. Beans are plump and large, almost round, very tender and rich. The most outstanding variety for the home garden. **Pkt. 15c; 1/2 lb. 30c; lb. 50c.**

MONTALVO EVERBEARING BUSH LIMA. An everbearing large bush lima bean of exceptional quality. Plant seed about April first in hills, 4 by 4 feet apart. Beans mature from September to January. When new growth starts, prune as you would a grape vine and mulch. New crop appears in May. About July, when vines show age, prune again, and third crop is ready in October. Prune twice a year, irrigate and fertilize. **Pkt. 15c; 1/2 lb. 40c; lb. 75c.**

KING OF THE GARDEN POLE LIMA BEAN. Produces five to eight large, flat, thick beans to a pod, of high quality and rich flavor; heavy yielder. **Pkt. 10c; 1/2 lb. 30c; lb. 50c.**

POLE BEANS

IMPROVED KENTUCKY WONDER. (Brown Seeded) Tender, stringless pods, round, light green, 8 inches long, finest flavor and quality. **Pkt. 10c; 1/2 lb. 30c; lb. 50c.**

IMPROVED SCARLET RUNNER POLE BEAN. Grown for its clusters of showy scarlet flowers as much as for large crops of tender green beans; hardy. **Pkt. 10c; 1/2 lb. 30c; lb. 50c.**

BEEF

IMPROVED EARLY BLOOD TURNIP. Medium early. Deep red with purple zones. Smooth, crisp and tender. **Pkt. 10c; oz. 25c.**

DETROIT DARK RED. Earliest, sweet and tender. **Pkt. 10c; oz. 25c.**

BROCCOLI

GREEN SPROUTING. Heads of deep green buds should be cut in half-open stage. Crop of buds continues to sprout 8 to 10 weeks. **Pkt. 10c; oz. 40c.**

BRUSSELS SPROUTS

MEDIUM DWARF. Plants thickly set with small compact heads. Grow like cabbage. **Pkt. 10c; oz. 85c.**

CARROTS

EARLY FORCING CARROT. This strain produces delicious, tender little carrots 60 days from time of sowing. Carrots are small, almost round, two inches long, crisp and sweet, and orange-red in color. **Pkt. 15c; oz. 30c**

DANVERS HALF LONG. Deep orange roots, 6 to 7 inches long, uniformly tapered to a blunt end. Fine quality and flavor. **Pkt. 10c; oz. 30c.**

OXHEART. Best for heavy soil, very productive; early; 4 to 5 inches long, good quality. **Pkt. 10c; oz. 30c.**

CABBAGE

CANNONBALL. Late. Large solid globe-shaped heads, 7 to 9 pounds; good keeper. **Pkt. 10c; oz. 50c.**

EARLY JERSEY WAKEFIELD. Small, solid, pointed heads, leaves tender, of mild flavor. Best summer variety. **Pkt. 10c; oz. 50c.**

EARLY RED ROCK. Darkest red cabbage, solid, crisp, fine flavored. **Pkt. 10c; oz. 50c.**

CHINESE CABBAGE WONG BOK. Tall, solid, crisp, tender heads, ideal for salads and cooking. **Pkt. 10c; oz. 30c.**

CHINESE CABBAGE CHIHILI. Early, sure heading, tall heads, 18 to 20 inches high, 3 to 4 inches thick; firm, well blanched, with broad, crisp tender leaves. Fine flavor, raw or cooked. **Pkt. 10c.**

SWISS CHARD

CRIMSON CHARD. Highly ornamental, rich crimson leaf stalks, fleshy, crisp and tender; deep green crumpled leaves veined crimson, of delicious flavor. Cook leaf stalks alone, or with leaves, for a sweet delicate flavor not found in other leafy vegetables. Easily grown; thrives everywhere. **Packet of 50 seeds, 15c; 100 seeds, 25c.**

LUCULLUS. Large, tender light green leaves, crisp, tender stalks of mild flavor. **Pkt. 10c; oz. 20c.**

CELERY

UTAH GOLDEN STRINGLESS. Tender, stringless, pure white, crisp; finest flavor. **Pkt. 10c.**

CELERIAC OR TURNIP ROOTED CELERY. Thick roots of pungent celery flavor, are used cooked as a vegetable, or in soup or salad. Grow in rich, moist, well drained soil. **Pkt. 10c.**

CAULIFLOWER

DWARF PEARL. Compact, with heads of medium size, finest quality and flavor; a superior home garden variety. **Pkt. 10c.**

SWEET CORN

AUNT MARY'S SWEET CORN. The sweetest and most tender sweet corn you ever ate, of most delicious flavor and quality, with long ears well filled with pearly plump kernels. It keeps a long time without becoming too hard to use. Said to be one of the oldest sweet corns known, and retains the sugar that has been lost in some of the newer crosses. You will want to plant several crops of this wonderfully fine corn in your garden. **Pkt. 25c; 1/4 lb. 75c.**

GOLDEN CROSS BANTAM. Leading Bantam strain in quality and yield, producing very sweet and tender, rich yellow kernels on 8-inch ears. **Pkt. 10c; 1/2 lb. 35c; lb. 60c.**

OREGON EVERGREEN. Standard white sweet corn, very early and prolific; large ears of delicious quality and flavor. **Pkt. 10c; 1/2 lb. 25c; lb. 45c.**

CUCUMBER

STRAIGHT EIGHT. Perfectly straight, smooth, white spine type cucumber, eight inches or longer; fine quality. **Pkt. 10c; oz. 30c.**

IMPROVED LONG GREEN. Long fruits, deep green; crisp flesh. Prolific, late. **Pkt. 10c; oz. 30c.**

IMPROVED LEMON. Resembles a lemon in shape and color; delicate flavor. Prolific; excellent for home garden. **Pkt. 10c; oz. 30c.**

CHIVES

For flavoring salads, soups, etc.
Seed germinates slowly. **Pkt. 15c.**

EGG PLANT

NEW YORK IMPROVED. Early, bears continuously. Smooth large oval fruits, blackish purple, good flavor. **Pkt. 10c; oz. 65c.**

ENDIVE

GREEN CURLED. Crisp curled leaves of piquant flavor. **Pkt. 10c; oz. 20c.**

KOHLRABI

EARLY WHITE VIENNA. Delicious root vegetable; tender, fine grained white flesh. Sow in Sept. for late fall and winter use. **Pkt. 10c; oz. 55c.**

LETTUCE

EARLY CURLED. Most popular leaf lettuce; early, crisp and tender; frilled light green leaves. **Pkt. 10c; oz. 20c.**

LOS ANGELES MARKET. Favorite head lettuce, dark green and crisp heading, heads well folded and blanched. **Pkt. 10c; oz. 30c.**

OAK LEAF. This new variety forms small rosette-like heads of deep green, tender leaves, of buttery flavor and rich in vitamins. It is an outstanding lettuce for summer planting, when it is too late for Bibb, since it does not become bitter nor go to seed quickly in warm weather. **Pkt. 15c; oz. 50c.**

ROMAINE. (Cos Lettuce) Heads to 10 inches tall, with long light green, self folding leaves; crisp white mid-ribs. **Pkt. 10c; oz. 20c.**

PARSLEY

DOUBLE MOSS CURLED. Compact, with finely cut, densely curled leaves, deep green. **Pkt. 10c; oz. 20c.**

TURNIP ROOTED PARSLEY. Roots used for flavoring soup, salad, etc. Flavor like celery root. **Pkt. 10c; oz. 20c.**

BIBB Butterball LETTUCE

Bibb Butterball Lettuce is so superior to ordinary varieties in flavor and quality that if you have once grown it, you will always want it in your garden. Makes a rosette-like head, with smooth dark green leaves blanching to rich yellow inside, buttery and delicious. For individual salads, use one head per serving, with French or other tasty dressing. Plant successive crops from September to June; ornamental enough to border your flower beds. **Pkt. 15c; oz. 75c.**



Paul J. Howard's GARDEN KING TOMATO

For years GARDEN KING has been the most popular tomato with our customers, and its fame is still growing. Here are a few more glowing reports:

"I thought you might be interested in knowing that I kept a quite complete account of all tomatoes from four vines, staked. The total number of fruits was 857. A few plants furnished tomatoes until well along in winter."

"My Garden King tomatoes are doing fine, setting clusters of tomatoes and running true to the illustrated picture. Germination was close to 100%."

"I have five varieties of tomatoes. Your Garden King is the strongest, most prolific of all."

Brilliant red, firm, of medium size, with but few seeds, Garden King Tomatoes peel easily without scalding. Sweet and rich flavored, the fruits are perfect for salads, or for canning whole. This is the ideal tomato for your garden, the most prolific, and disease resistant. **Packet 25c.**

PARSNIP

FRENCH HALF LONG. Roots pure white, of fine flavor and quality, 10 to 12 inches long. Sow in deep rich sandy loam, one-half inch deep. Seed germinates slowly. **Pkt. 10c; oz. 20c.**

MUSKMELON

CRANSHAW. A new melon of great merit for the home garden. Fruits weigh 7 to 8 pounds, are pointed at stem end and round at base. Skin quite smooth, with no rib or net, mottled gold and green. Flesh is very thick, bright salmon, wonderfully sweet and spicy in flavor. **Pkt. 10c; oz. 40c.**

FAMOUS INDIANA. Finest home garden melon, heavily netted; very thick rich yellow flesh, wonderful flavor. **Pkt. 10c; oz. 25c.**

ROCKYFORD. (Netted Gem) Oval fruits, flesh light green, juicy, delicious. **Pkt. 10c; oz. 25c.**

TIP TOP. Oval fruits, yellow flesh, sweet, juicy, finest flavor. **Pkt. 10c; oz. 25c.**

WATERMELON

KLONDYKE. Rich dark red flesh, delicious flavor. **Pkt. 10c; oz. 20c.**

GEORGIA RATTLESNAKE. Fruits light green, striped darker; flesh pink, very sweet; seed white. **Pkt. 10c; oz. 20c.**

PEAS

SPECIAL DWARF TELEPHONE. Large deep green pods, 5 inches long, contain 8 to 10 peas of finest quality and flavor. Vines grow to 20 inches tall. **Pkt. 10c; 1/2 lb. 25c; lb. 45c.**

ALDERMAN. Improved Tall Telephone. 5 to 6 feet tall, should be grown on poles. Deep green pods, well filled, plump; peas large, tender, very sweet. Resistant to fusarium wilt. **Pkt. 10c; 1/2 lb. 25c; lb. 45c.**

DWARF EDIBLE POD SUGAR PEA. (Chinese Pea) Unsurpassed for flavor and sweetness. Pods are cooked whole, without shelling, only a few minutes. Very prolific. **Pkt. 10c; 1/2 lb. 25c; lb. 45c.**

MUSTARD SPINACH

TENDERGREEN. Mild flavored mustard, ready to use in 4 weeks. **Pkt. 10c; oz. 20c.**

OKRA

MAMMOTH LONG POD. Deep green, good flavor; midseason, prolific. **Pkt. 10c.**

ONION

RIVERSIDE SWEET SPANISH. Mildest flavor, white flesh; very large globular onion with golden yellow skin; good keeper. **Pkt. 10c; oz. 80c.**

SILVERSKIN OR WHITE PORTUGAL. Pure white, flat, hard; good keeper; mild crisp texture. For green onions, salad, and winter storage. Plant from November to April. **Pkt. 10c; oz. 75c.**

SOUTHPORT RED GLOBE. Skin light red, flesh pure white, sweet, juicy, mild and pleasant. Heavy yielder and excellent keeper. **Pkt. 10c; oz. 80c.**

LEEK

AMERICAN FLAG. Short, thick-stemmed, mild flavor; for salads, soups, and vegetables. **Pkt. 10c; oz. 65c.**

RADISH

CRIMSON GIANT. Round, crisp, tender, mild flavor. **Pkt. 10c; oz. 20c.**

SPARKLER. Round, scarlet with white tip, crisp, tender. **Pkt. 10c; oz. 20c.**

FRENCH BREAKFAST. Early olive-shaped, deep red, white tip, fine quality. **Pkt. 10c; oz. 20c.**

WHITE ICICLE. Early, long root, mild, crisp. **Pkt. 10c; oz. 20c.**

CHINESE ROSE WINTER RADISH. Oval, deep rose, white tip, mild crisp flesh. **Pkt. 10c; oz. 20c.**

ROSELLE

QUEENSLAND JELLY PLANT. Sow in spring when ground is warm. Bushy plants, 4 to 5 feet tall. Fleshy calyx surrounding the seed pod is used, as soon as flower drops, for making jelly, leaves, fine flavor. **Pkt. 10c.**

SPINACH

SUMMER SUCCESS. Best for summer use, long tender leaves. **Pkt. 10c**

WINTER BROADLEAF. Large thick leaves, fine flavor. **Pkt. 10c.**

NEW ZEALAND. Spreading plant, thick, fleshy leaves. Good summer variety. Soak seed in warm water overnight, plant in hills 2 feet apart. **Pkt. 10c; oz. 20c.**

SQUASH

BUTTERNUT SQUASH. A delicious new small squash, about 8 inches long, that has met with instantaneous favor. Flesh is very thick, deep orange, exceptionally sweet, not too dry nor too wet; seed cavity, at one end, is small. May be cut in two and baked, or used as summer squash when young. Most prolific of all, and a good keeper. **Pkt. 25c.**

SUMMER BLACK ZUCCHINI. Noted for vitamin content. Bushy, prolific plants, deep green fruits, 6 to 8 inches long. **Pkt. 10c; oz. 20c.**

GREEN WARTED HUBBARD. Most popular winter squash, ready in 105 days. Thick, sweet flesh of deep orange yellow, fine grained, dry. **Pkt. 10c; oz. 30c.**

WHITE BUSH SCALLOP. Green tint, excellent flavor. **Pkt. 10c; oz. 30c.**

WINTER PINK BANANA. Fruits 15 to 20 inches long, light orange flesh, thick, finest flavor and texture. **Pkt. 10c; oz. 25c.**

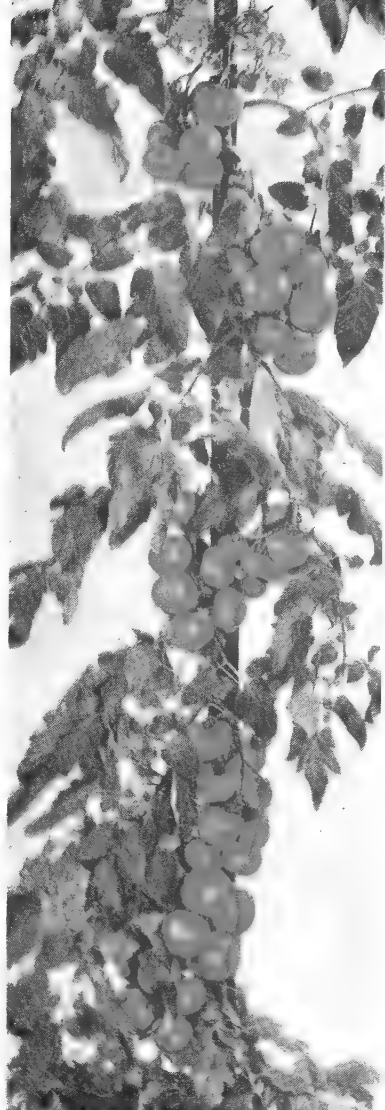
TABLE QUEEN OR ACORN. Small deep green, 5 inches long, deeply ribbed, sweet light orange flesh; each squash makes two servings. Good keeper. **Pkt. 10c; oz. 25c.**

ENGLISH MARROW. Thick sweet cream colored flesh; for early fall and winter use. **Pkt. 10c; oz. 25c.**

MUSHROOMS

AMERICAN GROWN PURE CULTURE SPAWN

Mushrooms are easily produced in the garden, or in specially prepared beds. Spawn may be crumbled fine and planted in sod or grassland, producing mushrooms in a few months. One carton of Pure Culture Spawn will plant 40 square feet. **Carton, \$1.10, postpaid.** Cultural Directions with each carton.



GARDEN KING TOMATO
Bears prodigious crops of perfect fruit on strong growing, disease resistant plant. **Packet 25c.**

RUTABAGA

YELLOW SWEET. Large yellow roots, purple top; flesh yellow, sweet, fine grained. **Pkt. 10c; oz. 20c.**

SALSIFY

VEGETABLE OYSTER. Long white tapering roots, of delicate oyster-like flavor. **Pkt. 10c.**

TOMATO

CRIMSON CUSHION OR BEEF-STEAK. Very large, round, uniform fruits, bright scarlet. Solid, meaty flesh, delicious flavor, few seeds. **Pkt. 10c.**

IMPROVED STONE. Early, wilt-resistant strain, solid fruits of good size, fine grained flesh of little acidity. Ideal for canning. **Pkt. 10c.**

YELLOW GARDEN QUEEN. Large golden yellow, fine flavor, non-acid. **Pkt. 10c.**

YELLOW PEAR. Small oblong fruits, or preserves. **Pkt. 10c.**

TURNIP

PURPLE TOP WHITE GLOBE. Crisp, sweet white flesh. **Pkt. 10c; oz. 20c.**

EARLY WHITE SNOWBALL. Medium size, fine quality white flesh. **Pkt. 10c; oz. 20c.**



Almost unbelievable is the mass of bloom on the sensational rose CALIFORNIA lining the driveway at Paul J. Howard's California Flowerland. All America Winner, 1940

Paul J. Howard's California Flowerland

R O S E S

MAIL ORDERS

Roses shipped by express, bare root, up to March 15 only. If wanted by mail, please add 10% for postage. (Minimum postage 25c). Roses will be far short of the demand again this year, and while we have an excellent stock of most varieties, some will undoubtedly be sold out early in the season. Please send in orders as early as possible, and indicate second choice, so that we may substitute if necessary.

PAUL J. HOWARD'S ROSE BUSHES are noted for their extreme vigor and robust growth. The carefully selected bud-wood is grown on special root stocks which impart extra strength to the tops. We select two-year-old bushes which have made the greatest development, so they will become readily established in the rose garden, ready to bloom a few weeks after planting.

HEART'S DESIRE
\$1.50
(See page 22)

ANGELS MATEAU (Patented). This variety has attracted much attention in our Display Garden, because of its luscious bright orange-rose color and its unusually large, full petalled blooms. Deliciously fragrant.....\$1.25

AUTUMN. Burnt orange and gold, streaked with red, fragrant long lasting; strong, upright, glossy foliage; excellent on coast\$1.00

CALIFORNIA. (Patented) This is in every way the most sensational rose in our gardens. The large bushes that line our driveway are a constant source of amazement to visitors from all over the country. So freely does it bloom that it simply covers itself with great blooms of ruddy orange and gold. The petals are thick and lasting, and as a cut flower it is magnificent, whether in bud or open bloom. No other rose we know blooms so freely at one time, and still continuously produces quantities of long stemmed flowers even in winter.....\$1.50



PEARL HARBOR
Practically thornless, \$1.50
(See page 24)



PEACE

An Outstanding Rose of All Time
All America Rose Selection, 1945

ONCE IN AWHILE a new rose is produced that is so outstanding it marks a definite period in rose history. Such roses as Radiance (1908), Los Angeles (1916), Talisman (1929), still among the most popular in our gardens, are examples. Not since the rose President Herbert Hoover was introduced in 1930, has there been a milestone in hybridizing like the creation in France, of the variety PEACE.

For more than three years in our trial gardens at CALIFORNIA FLOWERLAND, the bushes and blooms of PEACE have been a sensation. We and visitors alike marvel at its nearly indescribable color. Rich yellow buds change to soft yellow, half-open blooms of beautiful form. Each petal has a cerise pink edge. As they open into

gorgeous five-inch flowers, the yellow blooms soften and the pink edge seems to deepen. Individual petals are large and of good substance, gradually opening around a high center until the fully open flower, very double, shows a great center of tawny yellow. Although the bloom is unusually large, long lasting, and continuously fresh looking, its effect is always that of a delicate and almost ethereal loveliness.

Not only is PEACE a decidedly different rose, but it also is superior in growth and blooming habit. Flowers are borne on long stems and are freely produced on vigorous bushes with shiny, almost holly-like foliage.

Price . . . \$2.50

PEACE also makes a magnificent tree rose, which we furnish at \$6.00 each.

ANZAC. A new rose of great vigor that will be a pleasure to have in your garden. Buds of fifty waxen petals, steeped in coral and washed with gold, that expand into perfectly formed blossoms of coral rose and gold. Excellent stems for cutting.....\$1.50

APRICOT QUEEN. (Patented) 1940 All America Rose Selection. Orange and apricot at base of petals merging to salmon rose in the fully developed bloom, give a lovely combination of colors. The beautiful long pointed buds and fragrant open flowers are exceptionally long lasting.....\$1.25

CHRISTOPHER STONE. Glowing scarlet crimson with deep velvety sheen; large cluster of golden stamens; heavy stems. Foliage disease resistant.....\$1.00

CONDESA DE SASTAGO. Brilliant two-toned rose, glowing orange scarlet inside and bright yellow on reverse side, heavily textured and fragrant.....\$1.00

CALEDONIA. Popular white rose, very large and double, on long pointed buds.....\$1.00

CHARLOTTE ARMSTRONG. (Patented) All America Award 1941. Long slender buds of blood red open into fine double flowers of brilliant red in cool weather, cherry rose in hot weather. The long stemmed blooms are ideal for cutting, because they open slowly, are beautiful until the last petals drop. Plant is strong, upright in growth, with luxurious, disease-resisting foliage, and extremely free flowering. Color varies with season, also with soil and growing conditions.....\$1.50

COMMANDO. (1945 Novelty) A grand new rose that will win its way in any country. It has beautiful buds and full blooms a little like Louise Catherine Breslau, but more orange-buff and less pink, a charming color tone. The bushes are fine and strong....\$1.50

SHANGRI-LA \$1.50
(See page 24)



BUSH ROSES

CONTRAST. (Patented) Beautifully formed flowers, vermillion scarlet inside, underside bronze gold. Color varies from vermillion to rich rose at different seasons, but it is always beautiful and fragrant. Upright, strong healthy bushes, free flowering\$1.00

COUNTESS VANDAL. One of the finest pink roses, long tapering buds of salmon pink and copper, open into large fragrant flowers of rose, salmon and gold. Long stemmed, keeps well.....\$1.25

CRIMSON GLORY. (Patented). One of the best red roses, free flowering, vigorous. Large urn-shaped buds open to flowers of intensely vivid crimson, shaded deep red.....\$1.50

CROWN OF GOLD. Long pointed buds, very large flowers, double, high centered, deep golden yellow shading to lemon yellow at edges. Tall vigorous plant, long strong stems, heavy foliage\$1.00

DAINTY BESS. Single blush pink with crimson stamens; delicately beautiful, lasting\$1.00

DAME EDITH HELEN. Full, large fragrant deep pink, one of the most beautiful roses grown.....\$1.00

DUQUESA DE PENARANDA. Coppery apricot and deep orange; huge pointed buds, flowers very large, cup shaped, with fruity fragrance; long strong stems and rich green glossy foliage. Tall, vigorous, free flowering\$1.00

ECLIPSE. (Patented) Long streamlined buds of golden yellow without any shading. A lovely graceful cut flower\$1.50

E. G. HILL. One of the most popular red roses, free flowering, fragrant.\$1.00

FRAU KARL DRUSCHKI. The largest pure white rose. Vigorous, free flowering\$1.00

DOUGLAS MacARTHUR. Long beautifully shaped buds on long stems open slowly into glorious flowers of rose, gold, and salmon. Has all the beauty of the old variety, Los Angeles, but the strong healthy bushes require no coddling, send up great quantities of shoots clothed with dark green foliage. A rose that will be with us for many years\$1.50

ETOILE DE HOLLANDE. The leading deep red rose, fragrant.....\$1.00

FAIENCE. Two-toned, peach and cadmium yellow, like the richly colored pottery from which it takes its name. Long tapering yellow buds, open flowers shading to shrimp pink inside with reverse side yellow veined pink.\$1.00

FRED EDMUNDS. An amazing brilliant new color in roses. Beautiful long buds of richest burnt orange open to glorious blooms of glowing coppery orange, turning to apricot. Petals of velvety texture. In the garden, or in a vase, these flowers stand out vividly\$2.00

GOLDEN DAWN. Oval buds of sunflower yellow, shaded cerise. Large lemon yellow flowers, delicately fragrant.\$1.00

GOOD NEWS. If you want a bush that really performs, here is your rose. The plants have a splendid bushy habit, are healthy, and extremely free flowering. Buds of deep coppery pink open slowly to great blooms of shell pink with coppery center.....\$1.50

GRANDE DUCHESSE CHARLOTTE. A most interesting new color in roses, a morocco red seen in old tapestry. The beautiful long streamlined buds open into artistic flowers of dusky coral red. You will like this strong growing variety\$1.50

HEART'S DESIRE. A glorious new long-budded deep red rose, that is another of Mr. Fred Howard's notable successes. Heart's Desire has been outstanding in our trial gardens. Luminous deep red buds of lovely shape and size, broad petals of heavy texture. The full blown roses do not fade, but retain the rich color until petals drop. Full and double, on very long stems, they are ideal cut flowers with delightful rich fragrance. Bushes are vigorous, with handsome deep green foliage; disease resistant\$1.50

All America Winner, 1942

CONTRAST, \$1.00

Prices on bush and climbing roses are for strong, dormant (bare root) plants, available until March 15 only. For later planting see prices at bottom of page 24.

California Flowerland

BUSH ROSES

HADLEY. One of the best reds, velvety texture, fragrant, fine buds.....\$1.00

HINRICH GAEDE. One of the most brilliant colored roses. Long pointed buds of orange vermillion, opening to large double flowers, on long wiry stems. Vigorous plants.....\$1.00

HORACE McFARLAND. In our trial gardens, as 42-R-1, this has been an outstanding variety, practically always in bloom. The large, deep apricot buds open to beautifully formed rich salmon, spicily fragrant blooms. An exceptionally good grower. All America Award, 1944.....\$2.00

JOANNA HILL. Graceful large pointed buds opening to large semi-double flowers of pure yellow, orange centered, long lasting, fragrant, on long strong stems. Vigorous, free flowering.\$1.00

J. OTTO THILOW. One of the best rose pink, beautifully formed.....\$1.00

KAISERIN AUGUSTA VICTORIA. Pure white, shaded cream at center. Splendid form and foliage.....\$1.00

KATHERINE T. MARSHALL. (Patented) This has been in our trial gardens for three years, has now received an All America award. It is just about the most vigorous grower of all the new roses, and is one of those good healthy bushes that never cause complaint. The great rich pink blooms and buds are produced on tall stiff stems, with leathery disease-free foliage.....\$2.00

LOS ANGELES. Flame pink tone with coral and gold. Still one of the finest\$1.00

MIRANDY
1945 All America Winner.
\$2.00

LOWELL THOMAS. AARS Award 1944. Magnificent golden chrome flowers, shapely buds and dainty fragrance are outstanding qualities. The color holds well, and the bushes are good growers\$2.00

LULU. Exquisite buds of coppery rose. Blooms freely.....\$1.00

MAJOR SHELLEY. (Patented) A grand California rose of deep scarlet, beautifully formed, on long stems; bush of vigorous upright growth.\$1.00

MME. CHIANG KAI-SHEK. Perfectly chisled petals clasped in long spiral buds unfurl slowly, culminating in limpid light clear canary yellow flowers of perfect proportions. The perfect form, delightful perfume, sheer elegance, and vigorous growth, combined with indefinable qualities that breeding alone can convey, depict the patrician in Mme. Chiang Kai-Shek, loveliest of all light yellow roses. 1944 All America Winner....\$2.00

MME. COCHET-COCHET. Long pointed coppery pink buds, flushed orange, open to huge flowers of lovely form, the color softening to gold and soft pink, and showing a mass of golden stamens\$1.00

MME. HENRI GUILLOT. (Patented) Large, camellia-shaped open flowers of velvety texture and spicy fragrance, in which glowing reddish orange, rose and pink, are artistically blended. Very healthy, vigorous; glossy leaves\$1.50

MRS. LOVELL SWISHER. Delightful flesh pink flowers, shaded salmon; coppery salmon buds.....\$1.00

MARY MARGARET McBRIDE. All America in 1944. A most alluring, shining deep coral pink, suffused with gold at base of petals. The long firm buds open slowly with glowing, high centered blooms, with gracefully recurved petals. Vigorous plants.....\$1.50

MRS. E. P. THOM. The best yellow bedding rose we have. Flowers deep yellow, nearly everblooming\$1.00

MIRANDY. 1945 All America Winner. The first place winner in the two-year All America Rose Competition. It is a huge, 50-petalled deep velvety crimson flower, opening slowly from long ovoid buds, with rich, penetrating Damask fragrance. An exquisite cut flower, which makes wonderful bouquets of unusual brilliance and rich color\$2.00

MARY HART. (Patented) Red Talisman, very fine, glowing red and orange..\$1.25

MRS. PIERRE S. DUPONT. Reddish, gold, long pointed buds opening to semi-double flowers of deep yellow, very fragrant.....\$1.00



FRED EDMUNDS
1943 All America Winner, \$2.00
(See page 22)



LOWELL THOMAS
1944 All America Award, \$2.00

MARY MARGARET McBRIDE
1944 All America Winner, \$1.50



MRS. SAM McGREDY. Dazzling coppery orange, flushed with scarlet. Magnificent in size and color; free flowering.....\$1.00

MRS. W. C. EGAN. We know of no other pink rose that has such beautiful long buds, slender and pointed. They open into full, high-pointed large blooms of perfect symmetry. Especially fine in the fall. Bushes are healthy and strong growing, producing plenty of wonderful flowers for cutting.....\$1.00

PRESIDENT HERBERT HOOVER. Flowers are a gorgeous combination of flame-scarlet, cerise pink and orange yellow; huge and fragrant, on very long stems. One of the strongest growers, most reliable, and free flowering.....\$1.00

PEACE—See page 21.....\$2.50

PEARL HARBOR. A plant of tremendous vigor that will grow and bloom freely under adverse conditions. The upper surface of the petals is delicate shell pink, golden bronze at base, and the reverse is Tyrian rose. The effective flowers are borne on extra long, practically thornless stems with excellent foliage.....\$1.50

PICTURE. One of the very finest pink roses, nearly everblooming. Long, perfectly formed buds open to lovely salmon pink flowers, with undertone of orange. Fragrant, lasting; vigorous.....\$1.00

PINK DAWN. Perfectly formed buds of deep rose open to charming pink blooms tinted with orange at base of petals. Fragrant, lovely for cutting.....\$1.00

POINSETTIA. (Patented) Most brilliant red, close to a Poinsettia scarlet, which does not fade. Long pointed buds, flowers are large and open, fine for cutting. Extra fine, tall slender bush.....\$1.00

RADIANCE. Bright carmine pink flowers.....\$1.00

RED RADIANCE. Cerise-red counterpart of Radiance.....\$1.00

ROSE MARIE. Clear rose pink; fine buds and flowers. Blooms constantly.....\$1.00

SANTA ANITA. One of the finest pink roses we have grown. Color is rich true glowing rose-pink; flowers and buds beautifully shaped, on smooth strong stems. Fine bright green foliage. You will enjoy this new rose.....\$1.25

SISTER THERESE. Long pointed buds of chrome yellow, marked carmine; open flowers rich daffodil yellow that does not fade, sweetly fragrant and long stemmed. Strong upright plant, tall canes, each bearing 3 to 5 lovely yellow blooms.....\$1.00

SIGNORA. (Patented) Bright orange rose, heavy reflexed petals, long stemmed. Glossy foliage, vigorous habit.....\$1.25

SHANGRI-LA. Long pointed buds are perfect, and upon opening show a rare combination of tints and shades; blush, salmon and rose delicately blended, yet clear and sparkling as dawn. Bushes are vigorous, produce plenty of flowers..\$1.50

SOUTHPORT. A splendid velvety scarlet rose, on a good bush with healthy foliage. One of the better reds.....\$1.00

TANGO. One of the most vivid roses; blossoms vermilion-scarlet, reverse side of petals bronze shaded old gold at base; vigorous plant.....\$1.00

TEXAS CENTENNIAL. (Patented) The Red Hoover. Brick red turning to cerise red with age. Free flowering, vigorous, like Hoover...\$1.00



LULU—Beautiful buds, semi-double flowers, \$1.00 (See page 23)

TALISMAN. Favorite rose and gold, fragrant; vigorous.....\$1.00

THE DOCTOR. A California introduction and an outstanding pink rose. Long, pointed buds open to enormous flowers of silvery pink, like a huge peony, uniform in color. Very fragrant.....\$1.00

VILLE DE PARIS. One of the best of all yellow roses, slightly tinted orange, large, double, globular; vigorous bronze foliage.....\$1.00

WILL ROGERS. Deepest red with velvety blackish shadings, intensely fragrant, double. Of robust growth, free flowering.....\$1.00

MME. CHIANG KAI-SHEK
All America Winner, 1944
Bush Rose, \$2.00
(See page 23)



ESTABLISHED ROSES

For planting throughout the year, and when dormant roses are not available (April to December) these superior large bushes are planted in especially prepared soil, in 5-gallon tins. These larger bushes may be selected in full bloom. From them you may gather flowers for your table immediately. Because of weight and bulk, these established Roses are practical only for local truck delivery, or "Cash and Carry."

PRICES OF ESTABLISHED ROSES

| | | | |
|--------------------------|-----------------|----------------------------------|--------|
| Listed Price (Bare root) | \$1.00 | Established Price in 5-gal. Tins | \$2.50 |
| Listed Price (Bare root) | \$1.25 & \$1.50 | Established Price in 5-gal. Tins | \$3.00 |
| Listed Price (Bare root) | \$2.00 & \$2.50 | Established Price in 5-gal. Tins | \$3.50 |



- FLORADORA.** Dazzling cinnebar color, with shades of scarlet and orange, the latest, brightest colored Floribunda. The buds and rosette-shaped flowers make delightful corsages and bouquets. Very strong, tall grower. Unique in color and vigor\$1.50
- IMPROVED LAFAYETTE.** Lovely, glowing red flowers in clusters, semi-double, open, fragrant. Vigorous bushy plant with soft green foliage\$1.00
- MRS. R. M. FINCH.** This delightful little rose is a favorite for corsages and small vases and bowls. In form the flowers are like Cecile Brunner, but a richer pure rose pink\$1.00
- PINK LAFAYETTE.** Clear pink flowers of medium size, long lasting. A dwarf bush, unexcelled for bedding and borders, and a most profuse bloomer.....\$1.00
- PINOCCHIO.** Exquisitely lovely, full petalled blooms of salmon pink, flushed with gold. Free and continuous bloomer\$1.00
- ROSENELFE.** Clusters of very double blooms, La France pink, on long strong stems. Vigorous bushy plants, with large leathery glossy foliage; nearly everblooming. A wonderful variety for cutting—we like it better than Cecile Brunner.....\$1.00
- WHITE FINCH.** Splendid pure white, for display and cutting\$1.00
- WORLD'S FAIR.** (Patented) Masses of blackish crimson flowers with golden stamens\$1.00
- ELSE POULSEN.** Strong, erect plants that bloom continuously from summer to fall. Clusters of semi-double flowers of medium size, a lovely rose pink.....\$1.00
- KAREN POULSEN.** Polyantha. Masses of single, brilliant scarlet flowers produced continuously. Vigorous and showy.....\$1.00
- ORANGE TRIUMPH.** Enormous clusters of scarlet-orange blooms cover the plant the whole season; shiny green foliage.....\$1.00

Just a corner of our famous GARDEN OF 1000 ROSES, where hundreds of Roses, old and new, are being grown for trial and display. One of the many great attractions at California Flowerland.



Paul J. Howard's FLORIBUNDA ROSES

Immensely popular, these splendid roses are most showy in the garden, and are prized for table decoration and floral arrangement. Use them in groups of 3, 5, or more, with shrubbery, to add splashes of color to the landscape, or plant them in beds for display and cut flowers.

- BABY CHATEAU.** Wonderful deep red, similar to World's Fair, but in some ways superior. Buds are velvety blackish crimson. Strong grower\$1.00
- CECILE BRUNNER.** The Sweetheart Rose. Fragrant miniature pink flowers\$1.00
- CAROL ANNE.** Lower growing than the others, this makes a lovely border or bed, with cup-shaped flowers of an unusual shade of salmon orange\$1.00
- CROWN OF JEWELS.** One of our favorites, and one of the finest bedding roses grown. Plants are vigorous and bushy, with leathery foliage, and clusters of very double, cup-shaped blooms of lovely coral rose. Nearly everblooming, especially fine in Autumn, and marvelous for cutting, lasting longer than any rose we know. Plant in masses or in groups in the border or rose garden\$1.00
- DAGMORE SPATH.** Like Improved Lafayette, but flowers are white, lightly shaded pink at edges. Fine.....\$1.00



ROSENELFE \$1.00

TREE ROSES

We prefer to send out our Tree Roses established in 5-gallon tins, beginning about March 15. They then transplant readily, in full growth, ready to bloom in April. Price of these superior Tree Roses, established and staked, \$5.00.

For shipping by express, we will send out Tree Roses, Bare Root.

- | | |
|---------------------|---------------------------|
| RED— | WHITE— |
| CRIMSON GLORY | KAISERIN AUGUSTA VICTORIA |
| ETOILE DE HOLLANDE | FRAU KARL DRUSCHKI |
| HEART'S DESIRE | |
| TEXAS CENTENNIAL | YELLOW— |
| PINK— | CALIFORNIA |
| CHARLOTTE ARMSTRONG | ECLIPSE |
| COUNTESS VANDAL | PEACE, \$6.00 |
| SANTA ANITA | MULTICOLOR— |
| MRS. SAM MCGREY | PRES. HERBERT HOOVER |
| THE DOCTOR | TALISMAN |

Price of Tree Roses (except Peace), each \$5.00

PEACE, the marvelous New Rose, \$6.00



California Flowerland Climbing Roses

The Everblooming Climbing Roses bring colorful year-around beauty to the gardens of California, on fences, arbors, pergolas and trellises.

Some of the newer roses have "sported" as climbers, greatly increasing the range of color and usefulness of Climbing Roses. The flowers are identical in form and color to those of the bush type of the same names. In the climbing form, however, even larger blooms and longer stems are produced, making even more beautiful displays, both in the garden and for cutting, than may be had from the bush roses.

BELLE OF PORTUGAL. Beautiful long buds of salmon flesh. Rampant grower, blooms early; one of California's most popular climbers \$1.00

WHITE BELLE OF PORTUGAL. Like the popular Belle of Portugal, but flowers are creamy white.....\$1.00

CARRIE JACOBS BOND. Beautiful large fragrant roses of deep coral rose. Long buds and stems.....\$1.00

CL. CECILE BRUNNER. Perfect little pink flowers, spicy fragrance.....\$1.00

CL. CONDESA DE SASTAGO. Bright copper rose, reverse of petals gold. Beautiful glossy foliage; vigorous; one of our leading climbers.....\$1.00

CL. COUNTESS VANDAL. (Pat. No. 38) Beautiful coppery salmon, shapely buds and flowers.....\$1.25

CL. DAINTY BESS. Fascinating single soft pink.....\$1.00

CL. DOUGLAS MacARTHUR. (Patented) This beautiful pink rose is now available in climbing form, vigorous, with healthy foliage. The lovely flowers of rose, gold and salmon, are produced in profusion.....\$2.00

CL. ETOILE DE HOLLANDE. Every bit as good as the bush. Rich red \$1.00

CL. GOLDEN EMBLEM. Deep, yellow, one of the best.....\$1.00

CL. HADLEY. Fragrant deep crimson.....\$1.00

CL. HEART'S DESIRE. Sensational as a bush, this makes one of the grandest crimson climbers of all. You can cut plenty of long-stemmed beauties from it, too.....\$2.00

CL. KAISERIN AUGUSTA VICTORIA. Pearly white.....\$1.00

CL. LOS ANGELES. Flame pink, shaded with coral and gold. Grand as a climber, producing masses of lovely roses for cutting.....\$1.00

CL. LOUISE CATHERINE BRESLAU. Coppery orange, very showy.....\$1.00

CL. MRS. E. P. THOM. Golden yellow, perfectly formed.....\$1.00

CL. MRS. SAM McGREDY. (Patented) Copper orange, free flowering \$1.25

CL. PICTURE. One of the most beautifully formed pure pink roses, now available as a climber.....\$2.00

CL. PINK DAWN. Rich deep rose pink buds opening to lovely pink blooms, orange at center. Double, fragrant, vigorous, as fine as the bush form.....\$1.25

CL. PRESIDENT HERBERT HOOVER. Rose, gold and red; vigorous.....\$1.00

CL. RADIANCE. Carmine rose, free flowering.....\$1.00

CL. RED RADIANCE. Rich carmine red.....\$1.00

CL. ROSE MARIE. Rose pink; fine the year around.....\$1.00

CL. TALISMAN. One of the best of all climbers, pink and gold.....\$1.00

CL. TEXAS CENTENNIAL. The climbing form of one of our most beautiful and popular bush roses. Big buds of brick red open to huge flowers of rose red and deep pink; more beautiful and longer stemmed than those of the bush form.....\$1.50

CL. VILLE DE PARIS. One of the best yellows, splendid as a climber \$1.00

CL. WILL ROGERS. Deepest velvety crimson, double, fragrant.....\$1.50

Prices on bush and climbing roses are for strong, dormant (bare root) plants, available until March 15 only. For later planting see prices at bottom of page 24.

BLACK BOY. An Australian climbing rose of rich beauty. Large double, deep velvety crimson blooms, shaded maroon and scarlet; very fragrant.....\$1.00

EDNAH THOMAS. Like Rose Marie in form and color, but slightly lighter pink. One of the best pink climbers.....\$1.00

GOLD RUSH. One of the best yellow climbers, rich gold, of perfect form and color. Glossy foliage.....\$1.25

INDIAN SUMMER. (Patented) Glowing old gold, old rose and pink, reminds one of the rose Autumn. Vigorous, free flowering, glossy foliage. Fragrant.....\$1.50

MERMAID. Large single sulfur yellow, with amber stamens. Handsome glossy foliage. Unexcelled for trellis, arbor, fence or as a ground cover for banks and slopes.....\$1.00

MRS. PAUL J. HOWARD (Patented) We consider this one of the finest climbing roses. Beautiful buds of deep, velvety red open to large full double flowers of lovely form, unfading rich crimson, with delicious fragrance. With its fine foliage and long stems, this is an ideal rose for cutting.....\$1.50

MME. GREGOIRE STAECHLIN. (Spanish Beauty). Strong growing, with large, disease-resistant foliage. Long pointed buds are crimson, opening to iridescent pearl pink inside; intensely fragrant \$1.00

PAUL'S SCARLET CLIMBER. Masses of brilliant red flowers.....\$1.00

REVEIL DIJONNAIS. One of the showiest and most vigorous climbing roses, with clean, glossy foliage and great masses of cup-shaped roses, brilliant scarlet, yellow and orange, with showy stamens \$1.00

REVEIL DIJONNAIS, \$1.00



California Flowerland

DAHLIAS

From hundreds of varieties of Dahlias, we have chosen for our list the outstanding sorts from world-wide sources. Included are many beautiful novelties of special merit and standard varieties that have proven best.

Few flowers return so much for the amount of money and time expended as Dahlias. They are easy to grow, prolific bloomers, and offer infinite variety of color and form.

Whether you grow Dahlias for garden decoration, exhibition or cut flowers in the home, or as a hobby, you will find many intriguing varieties in our list.

It is important that you plant only select tubers, in order to produce vigorous growing plants and perfect blossoms. Commercial growers recognize this fact and are extremely careful in the selection of the tubers they plant. Each year they discard many tubers which, although they would grow, would not give the best results. These discarded tubers are sometimes offered to amateur growers at very low prices,—it is therefore important that you know the tubers you plant are reliable. Paul J. Howard's tubers are from selected stock, strong, clean, and free from disease. Planting them insures you against much possible disappointment.

LARGE DECORATIVE DAHLIAS

A. GOODACRE. Huge solid flowers of bright lemon yellow, each petal tipped with white; very showy. **\$1.25.**

BLUE RIVER. Unique and beautiful new color, blue French violet. Large, fine form and lovely cut flower. **\$1.25.**

CITY OF BUFFALO. Enormous showy cardinal red blooms. One of the outstanding dahlias in our field. **\$1.50.**

DARCY SAINSBURY. A superb formal decorative, perfectly formed, on long strong stems. Lovely creamy white, one of the finest dahlias we know; free flowering and a good keeper. **\$2.00.**

HELLY BOUDEWIJN. A lovely pure white Dahlia with broad, waxy petals, curved inward like a water lily. Flowers are medium sized, just right for flower arrangements, on long slender stems. Has captured prizes all over the world. **\$1.25**

JAE MAE LANE. Perfectly formed pure white, on long straight stems. **45c.**

JANE COWL. Massive blooms of bronze and old gold. **45c**

LELAND STANFORD. Bright glowing red, large, with excellent stems for cutting. **60c**

MAIL ORDERS

Tubers sent postpaid. We cannot fill mail orders for less than \$1.50. Add 2½ % Sales Tax for shipment within California.

CACTUS DAHLIA, SYBIL ADAMS, \$1.25

MAJOR EDWARD BOWES. Lovely shell pink, most desirable for home decoration or exhibition. Broad petals, rounded at the tips. **75c**

MARGARET COLE. This has long been one of the most popular because of its fine form and attractive coloring of beautiful yellow, with each petal tipped white. Blends well with other colors. **75c.**

M. J. DAVIS. Very large bright pink informal Decorative, that produces its blooms on excellent stems, with fine foliage. **75c.**

MRS. J. B. LOUDERBACK. A new variety and just about the finest lavender we have seen. Flowers are large, beautifully formed, the stems long and stiff. One of the very best cut flower varieties for florists and the home. **\$2.00.**

PANSY. Deep velvety cerise, with almost black center. Attractive medium size, not too large for artistic bouquets. **\$1.25.**

PASADENA. Large perfect blooms of true rose pink, on long stiff stems well above the foliage. Splendid cut flower. Early. **\$1.50.**

PAUL J. HOWARD. Enormous bright yellow. This variety has been outstanding in our fields, carrying its flowers on towering stems. **\$1.00**

RED VELVET. Deep red petals have the texture of velvet. Large flowers, robust grower; excellent cut flower. **\$1.25**

SONIA. Magnificent wine red on straight upright stems. Wonderful keeper; comes as near to being perfect in every way as any Dahlia grown. **75c**

SNOWBALL. Large white formal type flower; fine keeper. **\$1.00.**

TOWN TOPIC. Formal, symmetrical type of flower, rich purple tipped white. **\$1.50.**

YELLOW BALL. As its name implies, it is of perfect rounded form, but not too stiff and formal. Excellent keeping cut flower. **\$1.50.**

YELLOW BEAUTY. Very large yellow, magnificent newer variety that will appeal to all. **\$1.50.**

SMALL DECORATIVE DAHLIA

BALLEGO'S MINIATURE. Of outstanding value for cutting, the color of this novelty is especially intriguing, pink tipped with gold. A real gem, with strong, wiry stems. **\$1.00**

More Dahlias on Next Page

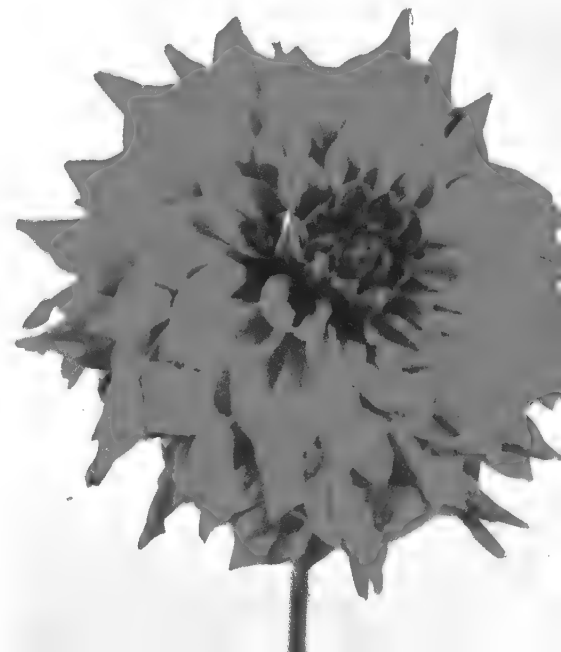


PAUL J. HOWARD
Large Decorative Dahlia, \$1.00



M. J. DAVIS, 75c

RED VELVET, \$1.25



Paul J. Howard's SHOW DAHLIAS

These Dahlias are of medium size, prized for cutting, favorites because they have long wiry stems and flowers keep so long. Petal formation is like the Pompon, making large, rounded blooms.

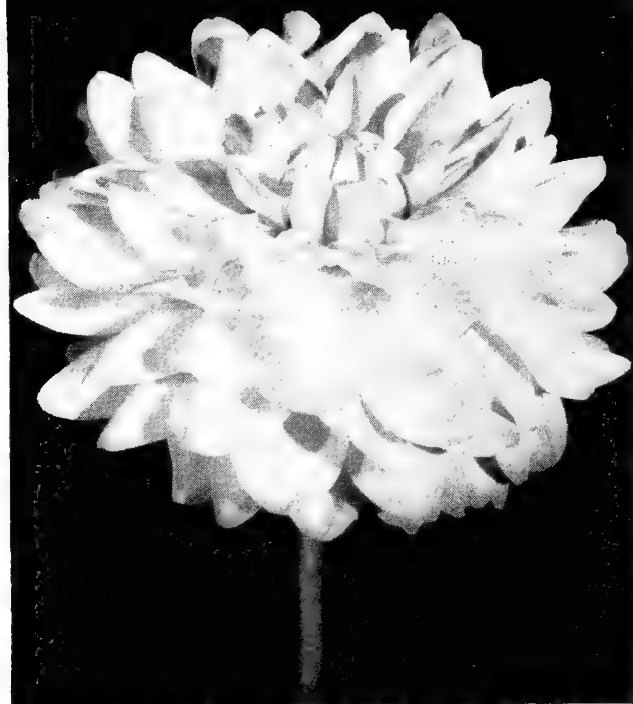
CLARA CLEMENS. Striking deep crimson, each petal tipped white. Tall bushy plants, very free flowering. \$1.25

FAY MILLER. A most unusual and attractive peach pink. 75c

GOLD MEDAL. Deep gold with red tints. 75c

LA LOLITA. Lovely soft pink. 75c

TIPPY. Old gold, center and tips are bronze lavender. An especially good cut flower. 60c



DECORATIVE DAHLIA, HELLY BOUDEWIJN
\$1.25

CACTUS DAHLIAS

BLUMENSPIEL. Flowers of unique coloring, showy orange, red with gold markings. Medium size, very free flowering. 75c

DION. Beautiful bright yellow, lovely form and wiry stems, for easy flower arrangements. \$1.25

DARLING. Perfect little Cactus type flowers, bright pink with cream center. 75c

FANCHON. Beautiful lavender pink, very large. 75c

JAQUAN. Gold and red, very large and showy. 75c

LITTLE JENNIE. Salmon pink, canary yellow center. 60c

MME. JUSSIANT. One of the prettiest true Cactus Dahlias, deep lavender, the large blooms resembling lavender lace. Long straight stems, exceptional keeping qualities. 75c

SALMON BEAUTY. Attractive large glowing salmon pink. 75c

SNOW QUEEN. Pure white, enlivened by pale greenish glow in center. One of the most attractive flowers imaginable, of the same form as Little Darling. 75c

RAMONA. Semi-Cactus type. Beautiful big flowers of cerise rose, on strong stems; free flowering. \$1.50

SYBIL ADAMS. One of the finest of the larger cactus dahlias, lovely rose pink, on sturdy stems. Excellent grower and bloomer. \$1.25

VIVIAN WRIGHT. Almost a counterpart in miniature form, of Jersey's Beauty, lovely soft pink. 75c

DAHLIA MIXTURES

FLOWERLAND SPECIAL MIXTURE

Tubers from the display of Dahlias in one of our large beds that thousands of visitors admired. All varieties, large and small (very few Pompons) Cactus and Decorative, are included in this grand assortment. All are named varieties, but unlabelled.

Special—6 for \$1.00

DWARF DOUBLE DAHLIAS

As colorful as Zinnias, just as easy to grow, they bloom for a much longer season. For bedding or cutting.

Tubers—8 for \$1.00

California Flowerland DAHLIA SEED

Last summer we had on display in front of our store, a large bed of several thousand Dahlia plants, grown from our own selected Dahlia Seed. These plants made an amazing display, showing what you may expect to get for your own garden, from a packet of our Dahlia seed. Lovely forms and colorings, of all types were represented.

It is fascinating to grow Dahlias from seed. This is the way new varieties are produced. No two plants will be alike, and sometimes you may produce a new variety that is outstanding enough to be named. Clumps will be produced that may be divided and replanted the following season.

Start seed in flats in February, March or April. In about six weeks, they will be big enough to plant out in the garden, where they will bloom all summer and fall.

Packet of 35 Seeds — \$1.00

Packet of 100 Seeds — \$2.50

Pompon Dahlias

Fascinating small flowered Dahlias, valued as cut flowers for house decoration, particularly for the table. The pretty symmetrical ball-shaped flowers, in bright, clear colors, are produced on long stiff stems, and last a long time in water, without burning the stems. Plants are free flowering and make a fine display in the garden.

ALICE HAITT. Rich red, prolific. 45c

BRUNETTE. Deep maroon, white tipped. 45c

FASCINATION. Nice lavender. 45c

HELEN COHAN. True pink, silver tipped. 60c

JUDY. An exceptionally fine new pure white variety. 75c

MARY MUNNS. Deep mauve. 45c

NORA. Good rich tan or buff color. 60c

TOY. Rose pink. 60c

YELLOW GEM. Bright yellow. 45c

Plant Dahlias from April 1st to July 15. Order early as possible, to avoid shortage at shipping time.

QUANTITY RATE

Deduct 10% if you order 10 or more. (Except mixtures.)

DARLING

Snow Queen is same form in white



VIVIAN WRIGHT, 75c



BLUMENSPIEL, 75c

POMPON DAHLIAS



Paul J. Howard's California Flowerland

NEW EARLY FLOWERING

HYBRID TRITOMAS

This new strain produces numerous graceful flower spikes of exquisite beauty. They are smaller and more slender than the older type Tritoma, and somewhat curving, lending themselves wonderfully to artistic flower arrangements. Soft pastel shades predominate. Plants begin flowering very early and continue over a long season.

PRIMROSE BEAUTY. Beautiful, clear primrose yellow spikes of perfect form and slightly curved, grow about 30 inches high. Plant them in groups, among lilies or delphiniums, for a charming effect.

SPRINGTIME. One of the most attractive perennials introduced in many years, blooming in early summer. The upper part of the flower spike is rich coral red, the lower half ivory yellow. When well established, each plant produces from 10 to 15 flower spikes, three feet tall. Wonderfully showy in the border and in flower arrangements.

PRICE: 3 for \$1.50; Dozen \$5.00

Perennial Plants For Permanent Garden Beauty

Perennial plants are the foundation of well planned flower gardens and ornamental plantings. They are so easy to grow, and in their proper location, will last for years, increasing in beauty as they become established and producing their lovely blooms year after year.

There are Perennials for sun or shade, for background or mass planting, for low borders or accent. Whatever your requirements, you will find the choicest of the popular ones, and many rare new varieties, listed in this catalog.

TRITOMA
SPRINGTIME

TRITOMA
PRIMROSE BEAUTY

Paul J. Howard's California Flowerland

MAMMOTH VERBENAS

Plant Verbenas in pots, window boxes, use them in beds, borders, parkways, and for covering slopes. Our Mammoth Flowering Strain produces immense heads of bloom, the individual florets often as large as a half-dollar. The clusters of brilliant, fragrant flowers are borne in constant succession, almost the year round.

This is the finest type of Mammoth Verbenas that can be grown from seed. This season again we can supply plants in separate colors of **Lavender, Pink, Red, White, or Mixed Colors.** Dozen 75c; \$5.00 per 100.

VERBENA VENOSA

This Verbena is distinctly different from others in form and habit of growth. Plants are bushy, low growing, with stiff narrow leaves, and are splendid for borders and out-of-the-way places, as they grow with but little care. Vivid lilac purple flowers are borne in slender clusters on stiff stems, almost continuously. Borders of Verbena Venosa in our gardens are always greatly admired. **3 for \$1.00; Dozen \$3.00.**

MOSS VERBENA

VERBENA ERINOIDES. Plants of trailing habit, forming dense mats of lacy foliage and bearing dainty blossoms. Fine for banks, slopes, and in hanging baskets in sunny places. **Lavender and White.** 3 for \$1.00; \$5.00 per 100.

California Flowerland

CHRYSANTHEMUMS

Lovely showy flowers in abundance, rich in coloring and diverse in form, for a long season when other flowers are scarce, easy of culture,—these qualities make the Chrysanthemum the favorite autumn flower for everybody's garden.

It Pays to Plant Paul J. Howard's Chrysanthemums

Order them by name from our select list. Each plant is well rooted, free from disease, and correctly labelled. Order early for best selections. Strong potted plants are ready late in April. May is the best month for planting. Dates given are average for time of maturity of bloom.

All Prices quoted on Chrysanthemums include postage or express charges paid through the third zone.

EXHIBITION CHRYSANTHEMUMS

The largest flowered type, magnificent when disbudded. For show purposes and for large cut flowers, allow one to three blooms to each plant.

BRONZE FRICK. Beautiful deep bronze incurved blooms. Very early.

BRONZE TURNER. Rich buff bronze, incurved; medium height. Blooms November 1.

CHATTANOOGA. Splendid new incurved white; medium height. Blooms very early.

HELEN FRICK. Lovely deep lavender, incurved. Late November.

PINK TURNER. One of the finest and most popular. Large incurved blooms of lavender pink. November 1.

WHITE FRICK. A beauty, wonderful white incurved blooms suffused with pink. Heavy stems of medium height. Late November.

YELLOW TURNER. Showy yellow incurved blooms. Medium height; early November.

HARVEST MOON. One of the largest bright yellow; strong stemmed, needs no staking. Early November.

MARIE DE PETRIS. Rich deep golden yellow, incurved, on stocky stems. Blooms late November.

PRICE of Exhibition Chrysanthemums:
Each 35c; 10 for \$3.15; \$25.00 per 100.

Large Commercial Chrysanthemums

For long stemmed cut-flowers in the home, and for florist use.

ANACONDA. New. Beautiful coppery red with golden bronze reverse; flowers uniformly large, on strong stems, with heavy deep green foliage. Blooms mid-November.

ALBATROSS. Very fine incurved white. Late October.

CELESTRA. Beautiful incurved lemon yellow. October.

FRIENDLY RIVAL. One of the most popular, brilliant yellow, incurved. November 15.

GARNET KING. Rich garnet red, reflexed petals. Easy to grow, healthy deep green foliage; flowers uniformly perfect. Late November.

HARVARD. Deep crimson, reflexed petals, on low growing plants. Mid-November.

HILDA BERGEN. Dark reddish bronze, incurved, on stems of medium height. Late October.

MAJOR EDWARD BOWES. Bright rose pink, incurved, on stems of medium height; splendid foliage; early.

MARKETEER. Very large incurved white of beautiful form. Mid-November.

ORCHID QUEEN. Lovely orchid pink, incurved, on stems of medium height. Mid-November.

SMITH'S EARLY WHITE. Very tall growing, lovely incurved white blooms. Very early, blooming October 5.

PRICE: Each 25c; 10 for \$2.00; \$18.00 per 100.



GARNET KING, 10 for \$2.00

Anemone Flowered Chrysanthemums

Two or more rows of petals surrounding a cushion center of contrasting color. Flowers are produced in beautiful sprays.

BRONZE SUPREME. Large light bronze, suffused with pink.

CITRUS QUEEN. One of the handsomest and most free flowering. Large rounded flowers with six rows of lemon yellow petals, cushion bright orange. Late.

ENCHANTRESS. Lovely large deep pink, six inches across if disbudded, on strong stems. Late.

GARZA SUPREME. Fine pure white with yellow cushion. Late.

GRACELAND. Pure white with golden yellow cushion, an excellent pot plant. Mid-season.

HELIOS. Deep golden yellow.

LONG ISLAND BEAUTY. Exquisite pale pink with yellow cushion.

RED ROLINDA. Rich deep reddish bronze.

SUSANNE MILLER. Interesting buff yellow with bronze cushion.

THE TITAN. Bronze red petals and cushion; very large. November 10.

WHITE NORMA. Massive white blooms with golden center; one of the best for cutting.

PRICE: Each 25c; 10 for \$2.00; \$18.00 per 100.

Single Chrysanthemums

One or more rows of petals; open centered flowers in graceful sprays, charming as decorations in baskets and vases. Some varieties, when disbudded, make startlingly large blossoms.

APRICOT VALENCIA. Lovely single flowers of deep apricot buff.

DARK PINK VALENCIA. One of the showiest cut flowers, large deep pink, on long stiff stems.

EUROPA. Large cardinal red. November 10.

MASON'S BRONZE. Brilliant burnt orange. November 10.

OCTOBER PINK. Medium pink, early.

ROSALIND. Fine rose pink, tall, late.

YELLOW DAISY. Deep lemon yellow, of medium height.

WHITE FRAGRANCE. Lovely single white flowers of delightful fragrance, with rich yellow centers. Vigorous, free flowering, late October.

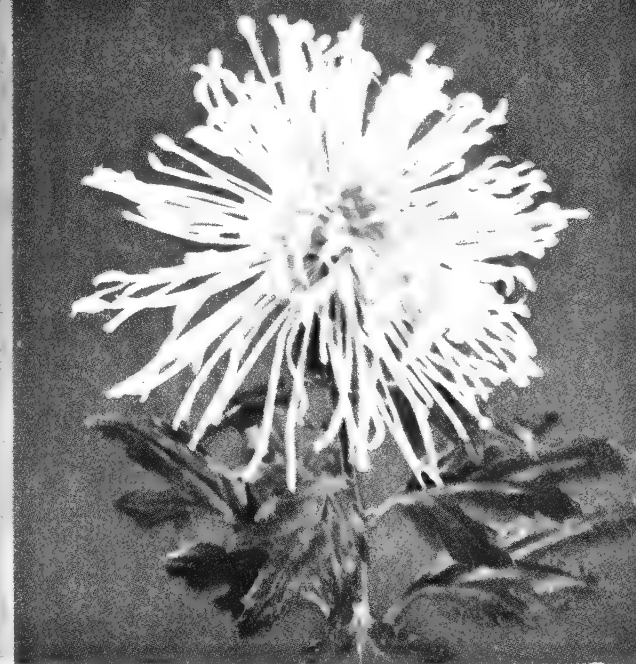
PRICE: Each 25c; 10 for \$2.00; \$18.00 per 100.



SILVER LACE



J. C. TAGGART



PEGGY ANN HOOVER

Paul J. Howard's California Flowerland Feathery & Spidery Chrysanthemums

We have a wonderful collection of these interesting and strikingly beautiful types, which, with their curiously formed petals, often hanging down many inches, make unique and artistic decorations in baskets and vases. They may be disbudded, attaining large size, and attract attention at shows. For home use and display they are among the most preferred types.

WHITE PEGGY ANN HOOVER. Like the popular Peggy Ann Hoover in form, but lovely white flowers. Low growing, sturdy, blooms late October. **Each 50c; 10 for \$4.50.**

YELLOW RAYONANTE. Clear yellow sport of White Rayonante. A wonderful 'Mum for cutting, grown in sprays or disbudded. **Each 50c; 10 for \$4.50.**

BRONZE CHIEF. Fine bronze spidery flowers, with strong stems of medium height. Late November.

BUTTERFLY. Long tubular hooked petals with spoon-like tips. Fine canary yellow, strong stems; late October.

F. J. TAGGART. Deep yellow quilled petals, covered with tiny hairs.

J. C. TAGGART. Deeply quilled petals of rich orange bronze, covered with hairs.

SILVER LACE. The finest white spidery type, graceful, fluffy pure white. Flowers will attain a diameter of 9 inches if disbudded to six blooms to a plant.

PATRICIA NELSON. Striking red and gold, full narrow-petalled flowers, lovely in corsages and table decoration.

PEGGY ANN HOOVER. Very large feathery flowers, 9 inches in diameter when disbudded. Delicate lavender, one of the loveliest of all.

PURPLE PRINCESS. Silvery purple with quilled petals, strikingly artistic, very large when disbudded.

MARILYN. Very fine spidery flowers, artistically formed, of old rose and lavender. Dwarf, compact habit of growth.

MISS GENA HARWOOD. Long cord shaped petals of rosy mauve. Grows very large when disbudded.

RAYONANTE. Long, light pink cord-shaped petals, very large when disbudded.

SONNY'S BEAUTY. Long cord-shaped petals, beautiful bright pink.

WHITE RAYONANTE. Very full, double flowers of pure white; petals long and cord-shaped.

PRICE of Feathery and Spidery Chrysanthemums: Each 35c; 10 for \$3.15; \$25.00 per 100.

Pompon and Button Chrysanthemums

Pompons grow in sprays, and may be disbudded for larger flowers, or for pot plants. The Button type has small, tight-petalled flowers. Both are ideal for massing in the garden.

MEDIUM AND LARGE POMPONS

BRONZE MASTERPIECE. Apricot bronze.

CAPTAIN COOK. Fine lavender pink; tall growing, blooms in October

CHICAGO PEARL. Ivory white; bushy plants, medium height.

GOLDSMITH. Golden yellow, blooms late; splendid cut flower, plants of medium height.

JESSIE. Deep lavender pink; medium tall; blooms late October.

NATOMA. Grand showy novelty, with large flowers of brilliant tomato red; vigorous, blooms late October.

ROBIN HOOD. Dark red and bronze; November 1.

SNOW. Ivory white blooms of medium size; very late, blooms for Christmas.

YELLOW SNOW. Splendid Christmas flowers of deep lemon yellow.

BUTTON TYPES

CLARA JAMESON. Large button flowers, bronze and bright scarlet.

JEWEL. Perfectly formed bright clear pink.

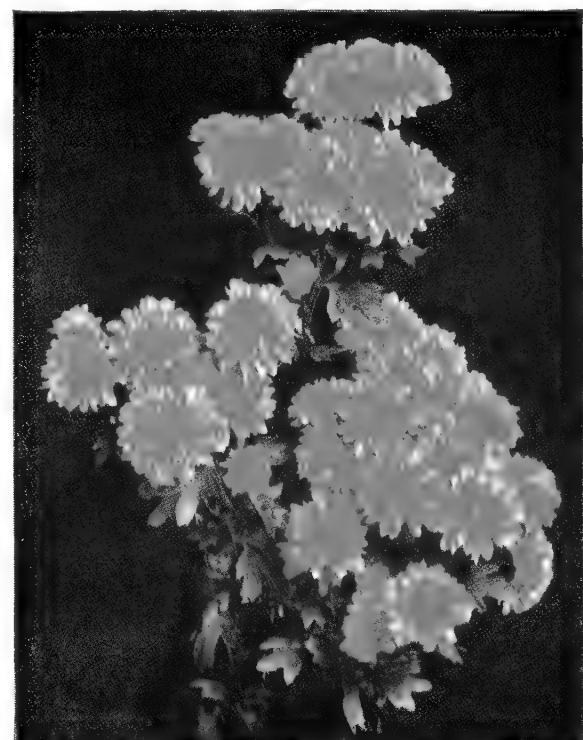
MASTERPIECE. Tourmaline pink, medium height.

NUGGETS. Dwarf plants, light lemon yellow.

PINK PEARL. Small pompon flowers of rosy pink; early.

PRICE of all Pompon Chrysanthemums: Each 25c; 10 for \$2.00; 100 for \$18.00.

All Prices on Chrysanthemums include postage or express charges through the fourth zone



POMPON CHRYSANTHEMUM
BRONZE MASTERPIECE



BUTTON POMPON PINK PEARL

Paul J. Howard's

TRANSVAAL DAISIES

NEW DOUBLE GERBERAS

A splendid new strain of these lovely flowers, the result of much painstaking selection. The petal formation is artistic, graduating from long slender outer petals to shorter ones in the center, forming a double flower of lovely proportion, on long strong stems.

Plants are nearly everblooming, having been in flower at least ten months, in California. Propagation of the Double Gerberas, which do not produce seed, is by clump division only.

DIABLO. Glowing red.

MARQUITA. Golden Yellow Shades.

LA PALOMA. Salmon Rose.

Strong blooming size plants, each 75c; 10 for \$6.75.

The best time for shipping and planting Transvaal Daisies is from the middle of February on. We send either strong field grown or pot plants, according to season.

Clumps are sent by express at purchasers' expense. Divisions and smaller plants are quoted prepaid through the fourth zone.

LOVELY SINGLE
GERBERAS

Transvaal Daisies are ideal for cutting, being long stemmed and very lasting. Their cultural requirements are simple: plant them in full sunshine; soil should be well drained and should not be allowed to cover the crown, or center of plants. Irrigate thoroughly, and do not water again until soil is fairly dry. Avoid sprinkling and too frequent watering. Protect the plants in winter where freezing weather prevails.

NEW
DOUBLE
GERBERAS



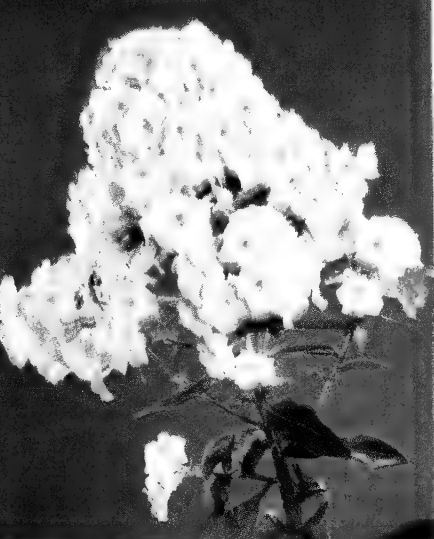
California Flowerland

NEW HYBRID SINGLE GERBERAS

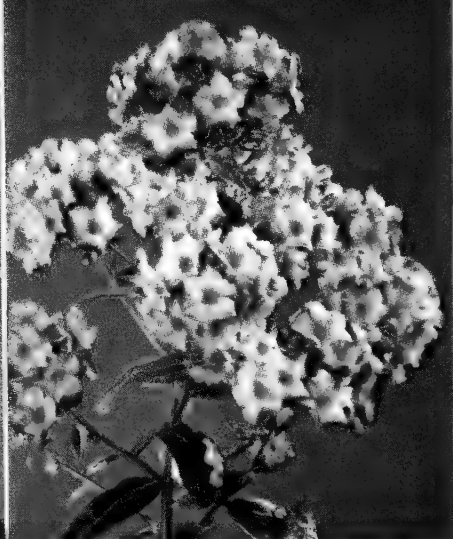
These single Gerberas, or Transvaal Daisies, have a grace and charm all their own, as garden clumps or as cut flowers. We have developed a strain that we believe is beyond compare in size of flower, form, and color range. Very long, graceful petals surround the center disc, which is small and often of contrasting shade. The color range includes rich crimson, deep rose, scarlet and orange, and delicate pastel shades of cream, yellow, pink, salmon and white.

**Large balled, blooming plants—
Each 75c; 10 for \$6.75 (not postpaid.)**

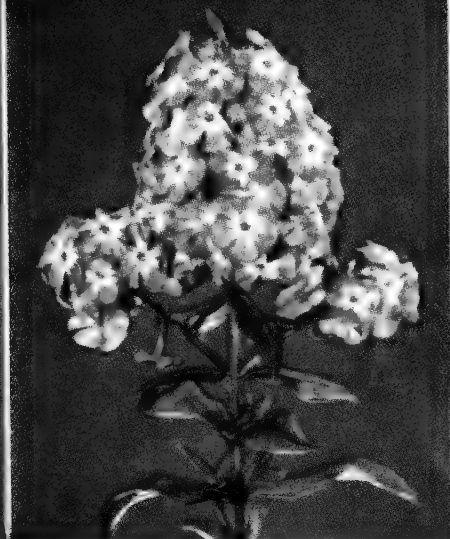
**Strong divisions (will bloom soon)
Each 35c; 10 for \$3.15, postpaid.**



MRS. JENKINS



PROFESSOR SCHLIEMANN



WIDAR



BRIDESMAID

California Flowerland Hardy Perennial Phlox

For enchanting fragrance and bright lasting color in the garden, nothing surpasses Phlox. Blooming as they do from early summer until fall, these hardy perennials bring lasting beauty and joy to the lover of color gardens. Phlox are striking in masses, especially against a shrubby background or in the open, surrounded by a green lawn. A few dozen Phlox planted in a well prepared bed will be a delight to anyone.

Phlox becomes more beautiful year after year, as the roots become established, forming large clumps. They are considered essential in beautiful gardens throughout the world, and should be increasingly used in California, where they do well in sun or partial shade. While Phlox thrives in any good garden soil, the plants respond promptly to good treatment in the way of soil deeply enriched with well rotted manure and bone meal.

BRIDESMAID. White with crimson eye; dwarf growing, splendid for low borders and massing.

DAILY SKETCH. Enormous trusses of very large blooms, beautiful bright clear pink, with carmine eye. Tall, vigorous; one of the finest.

FLASH. Gorgeous carmine-crimson with orange scarlet centers. Very showy, vigorous, free flowering; of medium height.

ECLAIREUR. Carmine violet with lilac center.

GEORGE STROEHLEIN. Brilliant crimson red, very fine; grows two feet tall.

MRS. JENKINS. One of the oldest and still one of the best white varieties. Tall, with immense trusses of conical form.

PRICE: Large Clumps, each 50c; 3 for \$1.35; \$4.80 per dozen. All postpaid through the 4th zone.

PAINTED LADY. Silvery pink with salmon pink shadings and cherry red eye. One of the best for the garden and for cut flowers.

PROF. SCHLIEMANN. Beautiful lilac rose; late flowering; does well in shade.

SELMA. Fine pink with carmine eye.

SEPTEMBER GLOW. Luminous carmine red with orange red center. Brilliant bedding and cutting variety.

SUNRISE. A glowing, striking shade of red.

VALD JENSEN. Very large trusses of vivid salmon red flower with white centers; one of the showiest.

WIDAR. Immense two-toned lavender, striped with white.

COLLECTION

14 Fine Phlox
our selection
\$5.00

28 Phlox
two of each variety,
for \$9.50

42 Phlox
three each of each variety,
for \$13.50
prepaid through the 4th zone.

Paul J. Howard's

FINE PELARGONIUMS

EMPERESS OF RUSSIA, the velvet flowered Pelargonium.



Known as Martha Washington Geraniums, they are among our showiest and most satisfactory summer and autumn flowering plants. Easily grown, they rival azaleas in form and gorgeous coloring.

ANDENKEN AN LONDON. Bright scarlet, with deeper blotches on upper petals, lighted by a white throat.

ANNA RUDLOFF. Deep red with orange sheen; large rounded flowers with wavy petals, very showy.

AZALEA. Well named; flowers are large, ruffled, and have the texture and rich coloring of azaleas. A splendid pot plant variety.

BERTHA WAGNER. Deep rose with dainty white edge; very attractive.

BEVERLY HILLS. Finest lavender or orchid variety, uniform in color; the flowers very large and ruffled.

DIENER'S GIANT. One of the largest flowered varieties, rich salmon pink with two bright blotches. Fine for bedding.

EMPERESS OF RUSSIA. Richest and deepest color of all—the large flowers have velvety black maroon center, rose maroon margin, with a distinct white edge.

GRANDMA FISCHER. Glowing rich salmon with dark blotch, very large flowers with wavy petals.

HAILE SELASSIE. Deep rose violet, with lighter edge on petals, heavily veined maroon and spotted with a dark blotch. Bushy, low growing.

MARIE ROBER. A sensational novelty, solid purple magenta to black. For an exquisite table decoration, try an arrangement of these flowers with the white variety, Mrs. Mary Bard.

MRS. MARY BARD. When plants of this wonderful variety are full of bloom, the flowers are effectively pure white. The large ruffled flowers have a faint feathering of amaranth.

PROF. CORRENS. One of the very largest varieties grown. Flowers deep rose, upper petals blotched with black.

SANTA MONICA. Almost a self colored rich rose pink, the upper petals having carmine blotches.

SUE JARRETT. Pink, shaded salmon, with darker upper petals, attractively marked with crimson. One of the largest and best.

SCHONE ELLA. Attractive shade of salmon rose with darker blotches on upper petals.

PRICE of all varieties, extra large 4-inch pot plants, each \$1.00; 3 for \$2.50.

MAIL ORDERS

For Pelargoniums will be sent at purchaser's expense by express.



Hallowe'en

Rose of
Denmark

Melody

Gypsy Queen

Mephisto

Fanfare

San Francisco

California Flowerland FUCHSIAS

We are proud to offer eight grand new Fuchsias from Victor Reiter, Jr., selected from two thousand seedlings flowered in 1945.

DIADEM. The medium size, semi-double flowers have a jewel-like quality. The twisted petals are dark peony purple, the tube and sepals creamy white, faintly blushed rose. One of the brightest bicolors, that will make an ideal pot plant or rounded bush.

MARIONETTE. An especially delightful color combination makes this variety one of the most charming. The tube and sepals are palest rose, but sepals have a thin, brilliant margin of magenta that makes a fascinating combination with the double pure white, powder-puff petals.

RADIANCE. Because of its beautiful warm coloring, this novelty will remain popular for a long time. The beautifully formed long flowers have vari-colored petals of crimson and Tyrian rose. The long waxy tube and satiny textured, recurving sepals are rich crimson.

RED SPIDER. A most unusual, new red-flowered basket Fuchsia. The spidery flowers have a long tube and exceedingly long and graceful sepals of deepest crimson. The long, downward pointed petals are deep rose madder veined crimson, giving the effect of all crimson flowers. The slender trailing branches, covered with good foliage and the startling clusters of bloom, make this outstanding for hanging baskets.

PRICE of any of these 1946 Novelty Fuchsias, Each \$1.25. COLLECTION, one each of the 8, for \$8.00.

Remember we send out Extra Large Pot Plants

BUSH TYPE FUCHSIAS

AMY LYE. Bears a profusion of single coral-orange blossoms with waxy white sepals. Strong compact plants, constantly in bloom.

ANDRE LE NOTRE. One of the largest doubles, with corolla of deep prune purple, and very full, broad crimson sepals.

AVE MARIA. The nearest to an all white Fuchsia yet achieved, so faint is the pink flush at the base of the petals that the effect of the whole bloom is pure white. Unlike other whites, the plant has good vigor, is stiff, upright and branching.

ANNA. The large double flowers are globular in form, the outer half of the petals is of strongest magenta, while the base of petals, the sepals and tube are intense carmine. Very vigorous, with rich foliage and fine habit.

BLACK PRINCE. One of the finer older fuchsias that bloom freely. Large single flowers with broad open petals of deep rosy pink, bright rose sepals.

CALIFORNIA. Bright orange flowers of good size, with coral pink sepals. Tall, vigorous, free flowering; shapely shrub.

CATALINA. Beautiful large double flowers of snowy white with long crimson sepals. A strong grower with fine foliage.

MME. CARNOT. Beautiful large full double flowers, with reflexed sepals of deep pink, and soft pink corolla.

FANFARE. Handsome tall shrub, with large, glossy deep green foliage. The showy tubular flowers are glistening turkey red, with shapely pointed sepals and bright scarlet corolla. Free flowering, even in winter.

GYPSY QUEEN. One of the finest and showiest of all Fuchsias. Giant double flowers of rich rosy lavender, with sepals bright red. A tall, vigorous plant.

MELODY. New and already popular, because of its fine growth and charming new coloring. Flowers are large, single, perfectly shaped, in pastel tones of pale cyclamen purple with prettily recurved sepals of soft rose pink.

MEPHISTO. A grand shrub variety for the garden and for pots or tubs. Vigorous, with handsome foliage, free flowering over a long period. Small flowers in showy clusters, brilliant carmine, completely cover the plant.

OTTO. Remains popular because of the abundance of large purple and crimson flowers, and its beauty as a pot plant.

PASADENA. One of the best of the double red and white varieties, extremely free flowering, making a grand display on compact plants.

PATTY EVANS. New and beautiful double, with snowy white corolla and very long white sepals, tinted soft pink on the reverse side. Very tall and vigorous.

SACRAMENTO. A lovely clear rose pink Fuchsia that has exceptional appeal. Single, of good size, the pleated petals are enhanced by a thin margin of deep carmine. Waxy tubes and gracefully recurved petals give a pleasing, refined, yet brilliant quality.

STARGAZER. Unique, because its flowers are displayed upright, this novelty will make an outstanding pot plant or a brilliant, low growing shrub. The tube and sepals are soft rose, the petals rose madder heavily margined with purple. A profuse bloomer.

SUNBURST. The first double flowered Fuchsia in the "orange" group. Petals are luminous orange-crimson, sepals and tube pale carmine. Most of the flowers have five sepals, which combined with the powder-puff petals, give a dazzling effect. Sunburst will undoubtedly be the most discussed Fuchsia in 1946, and should be in every collection. Vigorous, free flowering, brilliant and showy.

TRUMPETER. This is one of the types that make an effective flowering shrub, and will stand more sun and heat than most Fuchsias. Flowers are extremely long and brilliant, often measuring three and three-quarters inches in length, rich glowing geranium lake in color. Plants have strong arching growth and beautiful foliage.

PURPLE CRYSTAL. An outstanding variety, because of the unusual substance of the rich purple petals, which are thick and glistening, like an ice-plant. The rich red sepals are thick and glistening, too. A splendid new upright Fuchsia.

REITER'S GIANT. Flowers are of immense size, often three inches across. The long double corolla is petunia purple, and the broad thick sepals are carmine. Vigorous plant with healthy foliage.

ROSE OF DENMARK. One of the daintiest of all. Small flowers with soft rose petals and waxy delicate blush sepals.

THE CHIEF. A giant double violet and carmine Fuchsia of great beauty. Sepals are brilliant carmine, and the thickly petalled corolla is deep rich violet. Showy plant of fine form and habit.

VICTORY. An outstanding new variety, the huge, semi-double blooms surpass anything in its color, in size and refinement. Recurved sepals are carmine; elegant corolla of solid rose madder, giving the effect of solid crimson self.

WINSTON CHURCHILL. A newer variety and one of the finest ever introduced. It is the nearest to true blue of any of the double varieties,—corolla lovely lavender-blue, sepals red. Of splendid habit of growth, the shapely plants are just covered with bloom for a long season.

Hanging Basket FUCHSIAS

Perhaps in no other way can the Fuchsia display all its color and beauty as well as when grown in hanging baskets or pots. We have hundreds of beautifully grown baskets on display during the flowering season. It is easy to grow your own, too, starting with 4-inch pots in early spring.

BUTTERFLY. Similar to Muriel, with magnificent wide flaring petals of brilliant rosy red; sepals crimson.

CASCADE. Favorite since its introduction. Of perfect weeping form, branches are covered with huge single flowers of exquisite pink, salmon and cerise.

GAY SENORITA. Most appropriately named is this charming flower with large, single, bell-shaped corolla of deep lilac, flushed rose, with a fine light line bordering each petal, like the edge of a dancer's skirt. The long pointed deep red sepals are distinctly waved and reflexed.

HENRI POINCARÉ. Large single flowers with long violet-blue corolla and bright red sepals. Very fine.

MARINKA. Almost self color, with rosy scarlet corolla and scarlet sepals.

LINDISSIMA. Probably the best large double flowered Fuchsia for baskets. The flowers resemble those of Gypsy Queen; the full double corolla is soft rosy lavender, the sepals rich rose.

MRS. VICTOR REITER. Beautiful bright green foliage, and flowers of pure crimson, with long slender sepals and tube of creamy white.

MURIEL. Perhaps our most showy basket Fuchsia, because of its amazing freedom of bloom and pleasing colors. Excellent in the garden, too, if given slight support.

NONPAREIL. Very large, showy, semi-double flowers of rosy violet blue, with sepals of ivory white, are freely produced.

SAN FRANCISCO. Strong growing plants with gracefully arching branches and giant single glistening flowers, sepals and long thick bright rose, corolla geranium red.

PRICES, ALL VARIETIES

Except where noted,
Extra large plants,
full, ready to bloom,
in 4-inch pots

Each 75c; 3 for \$2.00.

(For shipping, we send out slightly smaller plants to compensate for cost of packing, and to lessen express cost.)

SPECIMENS

In 6-inch pots, each \$2.00



Lindissimo

Catalina

The Chief

Butterfly

Nonpareil

Mme. Carnot

Mrs. Victor Reiter

California Flowerland

TUBEROUS BEGONIAS

Amazingly improved strains, with immense blooms of exacting forms, lovely colorings, and rich texture.

Double Camellia Type

The most popular form, with flowers of great size and firm substance, from five to eight inches across.

American Beauty, Apricot, Cardinal Red, Crimson-Rose, Orange, Pink, Rose, Dark Salmon, Light Salmon, Scarlet, White and Yellow.

Double Camellia Picotee Shades

Of the same beautiful form, with two-toned combinations of color with a definitely contrasting edge; exceedingly lovely.

Apricot, Pink, Red, Rose, Salmon.

NEW RUFFLED CAMELLIA TYPE

Painstaking breeding has developed this new and excitingly beautiful form. The flowers are large and double, like the Camellia type, but the edges of the petals face out like a rose, and have daintily ruffled edges. These delightful flowers make exquisite corsages.

Blush Salmon, Pink Salmon, Rose, White.

Giant Single Type

Perhaps the showiest of all for bedding; flowers of astonishing size face upward on strong stems, displaying a sheet of color.

Red, Salmon, Yellow, Pink, and White.

Single Frilled Type

Exquisite large flowers, beautifully frilled and ruffled at edges.

Yellow, Orange, White, Pink, Scarlet, Apricot, Salmon, Dark Red.

Hanging Basket Begonias

LLOYDI

One of the most attractive types; their hanging habit, with great masses of bloom, makes them favorite decorations for terraces or sun porches, in hanging baskets or pots. Flowers are **Deep Pink, White, Salmon, Red, Orange, Yellow.**

PRICES: Large Tubers (February to May) or plants in plant band pots (April to July).

**3 for \$1.00
Dozen \$3.50
100 for \$29.00**

POSTPAID

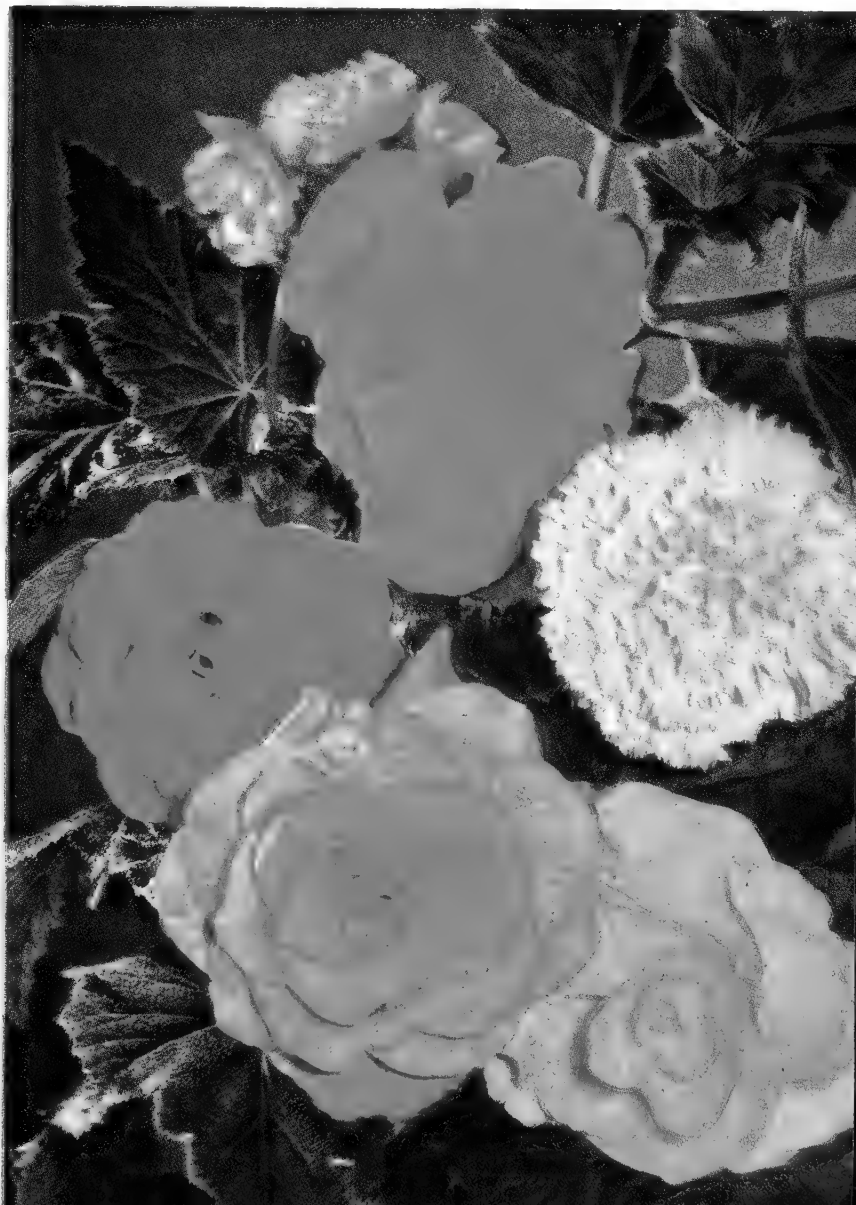
Larger plants in pots (for local delivery only) priced from 50c to \$3.50 each.

Plant Tuberous Begonias in a light porous soil mixture, composed of leaf mold and sandy loam, enriched with well rotted manure. Keep them moist at all times, using fine overhead spray during warm weather. Feed them commercial fertilizer as soon as they have become established, and again when in full bloom. Do not put fertilizer in direct contact with the stems.

Floral Display

One of California Flowerland's most spectacular events. Tens of thousands of plants of Tuberous Begonias and Fuchsias in full bloom from June into fall, make a never-to-be-forgotten spectacle. Potted specimens, jeweled plants in pots and hanging baskets, attract visitors from everywhere. You will find lovely specimens and potted plants to beautify your own garden.

Grow some of these gorgeous Begonias in pots or in the garden for richly beautiful table decorations and corsages. Order a selection now.



Paul J. Howard's

GORGEOUS TREE PEONIES

These exotic Tree Peonies will bring new delight to garden enthusiasts who are interested in growing rare and unusual plants. Those who know and have grown the lovely herbaceous Peonies will thrill anew to the startling beauty of Tree Peonies, which excite the wonder and admiration of all who behold them.

Unlike Herbaceous Peonies, Tree Peonies do not die down completely each winter, but grow into shrubs or bushes from three to five feet high, and produce huge blooms of silky texture and lovely colorings.

Every plant we offer has bloomed and is labelled to show color and class, and will begin to bloom in your garden this April and May. Every year they will produce more and more blossoms. Being long lived, an older plant often produces 25 and more flowers. All colors are represented in all three groups, **Rose, Red, Lavender, and White.** Order by color in any group, or leave the selection to us, for a fine assortment.



TREE PEONIES PRODUCE STARTLINGLY LARGE BLOOMS

SUPER SELECT GROUP.

In this group we have picked out just a limited number that are extremely outstanding in their amazing blossoms. **Each \$15.00; 3 for \$40.00.**

SELECT GROUP. Chosen for size and excellence of blossoms. **Each \$10.00; 3 for \$27.50.**

CHOICE GROUP. Every one is a variety of fine quality. **Each \$7.50; 3 for \$20.00.**



SHOWY PEONY MOUTON

Culture of Tree Peonies

Tree Peonies are not hard to grow, thriving in partial shade or where they receive full sun for part of the day. A south or east exposure, where trees or tall shrubs furnish filtered sunlight, is ideal. They like rich soil and do very well in soils as heavy as "adobe", provided drainage is good.

Dig a hole 18 to 24 inches deep, and as wide. Mix the soil to be filled back with peat moss or leaf mold, up to about 25 percent in volume. Firm soil carefully around the roots, and water thoroughly.

Keep plants well watered during the growing season. Feed with a mixture of bone and blood meal or Vigoro immediately after the flowering season, and again in late summer, to induce development of new flower-buds.

Flower stalks should be cut off after petals have dropped, and in fall cut back the stems to the first or second well developed bud.

PEONY MOUTON

This is the best known variety, and is exceptionally strong growing and free flowering. Plants produce very large single or semi-double flowers of rich wine-purple, with bright golden stamens. At least one of these should be included in every planting. **Each \$4.50; 3 for \$12.00.**

California Flowerland

WATER LILIES

Tropical Lilies hold their flowers on long stems above the water; ready for delivery after April 15, and throughout the summer. Our large plants will bloom shortly after planting. All Water Lilies mailed postpaid through the 4th zone.

WATER LILIES FOR GARDEN POOLS



HARDY WATER LILIES

With Floating Flowers and Leaf Pads

CHROMATELLA (Marliac Yellow). The most popular yellow water lily, blooming under the most adverse conditions. Large flowers of bright canary yellow; pads are light green, heavily spotted. **Each \$2.00.**

COMANCHE. The best bloomer of all, deep orange red, darkening as the flower ages. **Each \$2.50.**

ESCARBOUCLE. Blossoms are deep fiery red, mahogany stamens, with dark yellow centers; deep green leaves; very good bloomer. **Each \$3.50.**

FORMOSA. One of the best deep pink, fragrant; free flowering and hardy. **Each \$3.50.**

GONERE. Showiest and most perfectly double white, of lovely globular form; soft pea green pads. **Each \$3.50.**

MARLIAC WHITE. Popular white; good bloomer, vigorous. **Each \$1.50.**

MME. JULIAN CHIFFLOT. Lovely star-shaped flowers, often 9 inches across, of La France pink. **Each \$2.50.**

PAUL HARIOT. Tulip shaped blossoms of delicate apricot pink; free flowering, medium size. **Each \$1.50.**

SUNRISE. Enormous blossoms of bright, sulphur yellow, often held on slender stems some distance above the water. Blooms almost the year around in California. **Each \$3.50.**

TROPICAL WATER LILIES

MRS. MARTIN E. RANDIG. (Pat. No. 294). The most colorful of all the blue or purple lilies, and very fragrant. Seven to nine inches across, the flowers are rich indigo blue. **Each \$3.50.**

GOLDEN WEST. Gorgeous new peach color, shading to apricot and rose. **Each \$3.50.**

MRS. GEORGE PRING. Large fragrant creamy white. **Each \$3.50.**

PENNSYLVANIA. Gorgeous true blue—the most popular blue lily. **Each \$3.00.**

ROSE STAR. Brilliant rose, with spicy fragrance; fine cut flower. **Each \$2.50.**

FRUIT TREES

*Berries • Grapes • Nuts
Vegetables for the Home Garden*

AVOCADOS for Southern California Gardens

Plant two or more varieties, to have fruit all year. Price: 5 to 6 ft. trees, \$6.00.

| VARIETY | COLOR | SKIN | SIZE | COLD TOLERANCE | SEASON | AREA ADAPTATION |
|---------|-------|----------|-----------|----------------|------------|-----------------|
| EDRANOL | Green | Leathery | 11-12 oz. | 28 degrees | April-Aug. | 1, 2 |
| FUERTE | Green | Leathery | 8-16 oz. | 24 degrees | Jan.-May | 1, 2 |
| HELLEN | Green | Leathery | 12-18 oz. | 26 degrees | July-Sept. | 1, 2 |
| NABAL | Green | Thick | 16-20 oz. | 29 degrees | June-Sept. | 1, 2 |
| NOWELS | Green | Leathery | 8-10 oz. | 24 degrees | Oct.-Dec. | 1, 2 |
| RYAN | Green | Leathery | 10-14 oz. | 24 degrees | May-Aug. | 1, 2 |

NOTE: Numbers in Area Adaptation column refer to number of the district listed below.

1. Coastal Belt. Near Coast from Santa Barbara, Santa Monica, and South Coast area.
2. Intermediate Zone. From Beverly Hills east, along Foothills; Westwood, Palms, Inglewood, Los Angeles.
3. Interior. San Fernando Valley, Riverside.

Citrus Trees

All 2-year old, vigorous, balled Trees
PRICE: Except as noted, EACH \$5.00

ORANGES

ROBERTSON NAVEL. (Plant Patent No. 126). The finest quality winter orange for home or commercial planting. It bears more fruits per tree, and fruits ripen 2 or 3 weeks earlier than Washington Navel. Fruits are uniform in size, smooth, handsome, of deliciously sweet flavor. **Each \$5.50.**

SUMMERNAVEL. (Plant Patent No. 347). The same fine quality, size and flavor as Washington Navel, tender, sweet, juicy, but fruits ripen from March to July and hang on until October. Large vigorous tree, heavy bearer. **Each \$5.50.**

SEEDLESS VALENCIA. (Plant Patent No. 124). The leading summer juice orange, now in seedless type, and of even better quality and flavor. **Each \$5.50.**

ORANGES. Washington Navel, Valencia, Ruby Blood Orange.

LEMON. Eureka, Meyer.

GRAPEFRUIT. Marsh Seedless.

LIMES. Bearss Seedless, Mexican.

TANGERINES and MANDARINS. Clementine, Dancy, Kara, Kinnow, Satsuma.

KUMQUAT and LIMEQUAT.

TANGELO

The Tangelos are hybrids, obtained by crossing grapefruit and tangerine. They are better adapted to coastal areas than grapefruit because their fruits sweeten. Trees are ornamental and produce very large crops.

PEARL. Medium size fruit, like an orange, with delightful sweet, tangy flavor. Beautiful tree, pendulous branches covered with deep green, willow-like leaves. Ripens Jan.-March.

SAMPSON. Large golden yellow fruits, delicious orange-red juice. Ripens Feb.-May.

DWARF CITRUS For Ornamental Planting

MEYER LEMON and RANGPUR LIME. Bush type. 1-gallon cans, Each \$1.25.

SUBTROPICAL FRUITS

WHITE SAPOTE. Strong budded trees. Each \$6.00.
CHERIMOYA. Budded. Each \$6.00.

ARIZONA CUSTOMERS

PLEASE NOTE: Because of agricultural restrictions, we cannot accept orders for deciduous or citrus fruits to be shipped into Arizona.

DECIDUOUS

Fruit & Nut Trees

Available Bare Root, January to March 15.
Plant early for best results.

PRICE OF ALL VARIETIES, \$1.75 each
(except where noted).

ALMONDS. Plant two varieties for pollenization. Ne Plus Ultra, Nonpareil and Texas Prolific.

APPLES. Winter Banana, fine coastal variety; Red Delicious; Bellflower; Transcendent Crabapple.

APRICOTS. Newcastle, earliest; Royal; Blenheim, largest fruit; Tilton, later. Moorpark, best for Coast; Royal Gold.

FIGS. Black Mission; Brown Turkey; Kadota; White Adriatic.

NECTARINE. Stanwick, white; Gower, yellow. Gold Mine, best for So. California.

PEACHES. Listed in order of ripening: Babcock; Early Elberta; J. H. Hale; Elberta; Rio Oso Gem; Strawberry Cling.

PLUMS. Santa Rosa; Satsuma; Wickson; Bavey's Green Gage.

PRUNE. French Improved; Tragedy.

POMEGRANATE. Wonderful.

WALNUTS. Eureka and Placencia. Each \$3.00.

HOWARD'S MIRACLE PLUM

The tantalizing, delicious flavor, great size, firm amber flesh and miniature seed, combined with its rich red and yellow color, place the Miracle Plum far ahead of all other Plums on the market. Fruits are of extraordinary large size, luscious, juicy flesh, with nectar-like flavor, a combination of pineapple, nectarine and plum. They ripen in July and August, keep wonderfully well. Tree is of rapid, vigorous growth. **Each \$2.50.**

DWARF FRUIT TREES

For growing in gardens or yards where space is limited. They bear delicious fruits of as fine flavor and quality as large trees, and are most ornamental, both in flower and fruit. We can supply **Dwarf Apricot, Peach, Pear and Plum** in limited variety. **Each \$6.50.**

ESPALIER FRUIT TREES. We have a few choice Apple and Pear Trees, in limited variety, sizes and shapes, boxed, at \$10.00 to \$20.00 each.

VEGETABLE PLANTS

ASPARAGUS. Paradise. 25 for \$1.25; \$3.50 per 100.
RHUBARB. Canada Red and Strawberry. 3 for \$1.00. 10 for \$3.00.
ARTICHOKE. Green Globe. 3 for \$1.00; Dozen \$3.00.

Grapes

GRAPES—Eastern

NEW SEEDLESS CONCORD. Large sweet black grapes of delicious, rich Concord flavor, slip-skin, and entirely free from seeds. Sure to be in great demand as soon as it is known. **Each \$1.25.**

CATAWBA. Rich sweet flavor, deep maroon red.

CONCORD. Blue, distinct flavor.

NIAGARA. Sweetest white.

PRICE: Each 50c; 10 for \$4.50

GRAPES—Western Sweet

BLACK HAMBURG, EMPEROR, MALAGA, RED MALAGA, MUSCAT, OLIVETTE BLANCHE, RIBIER, THOMPSON SEEDLESS, TOKAY.

PRICE: Each 35c; 10 for \$3.00; 100 for \$20.00

Berries

BLACKBERRY: Cameron. Large, round, tender, sweet. Mammoth, Largest, tender and delicious. Each 50c; 10 for \$4.00.

BOYSENBERRY. Each 35c; 10 for \$3.00.

BOYSENBERRY. Thornless.

LOGANBERRY. Thornless.

YOUNGBERRY. Thornless.

Price of Thornless Berries, Each 50c; 10 for \$4.50

RASPBERRY. Cuthbert, red; Sodus, purple; Munger, black. Each 35c; 10 for \$3.00

STRAWBERRY PLANTS

BANNER and DORSETT. Leading commercial and home garden varieties. 25 for \$1.25; \$3.50 per 100.

GEM EVERBEARING. Has the longest bearing season of any variety producing runners; gives a good crop in fall when others are through bearing. 25 for \$1.50; \$4.00 per 100.

ROCKHILL EVERBEARING. True Runnerless. Bare root, Dozen \$2.00; \$15.00 per 100.

Potted Plants, see description, page 10.

HOWARD'S
MIRACLE PLUM



WINTER COLOR

In California Gardens

California gardens in winter can be as richly colorful as in summer, by the use of some of these unique and beautiful winter flowering shrubs. Because of their blooming season and exceptionally fine flowers, they will be appreciated by all who want unusual and showy plants in the garden.

MIST FLOWER BUSH

EUPATORIUM SPECIES. From Central America comes this delightful garden subject, that bears fluffy flower heads of lavender blue, resembling *Ageratum*. This new variety, however, grows into a rounded bush, blooming in November and December. The gorgeous flower clusters are produced on long stems, and are grand for winter cut flowers. Florists will find that this plant should produce cut flowers at a time when they are most in demand. They lend themselves to delightful arrangements.

Pot Plants, each \$1.00; 3 for \$2.50

EUPATORIUM
Lovely Misty Blue
Winter Blooms



EXOTIC
CANARY BIRD
SHRUB

A GOLDEN FLOWERED CLIMBER

SENECIO MACROGLOSSIS. *Cape Ivy.* A neat vine for any type of trellis or fence, that does not grow too large and has smooth glossy stems and ivy-like foliage. In November and December, it bears numerous long-stemmed clusters of cineraria-like blooms, golden yellow, valuable for fascinating flower arrangements. We know of no subject that will furnish such delightful blossoms of this type, at a season when such flowers are scarce. **1-gallon cans, each \$1.25.**

CANARY BIRD SHRUB

CROTALARIA AGATIFLORA. A tall growing shrub, bearing long racemes of curiously shaped flowers of true Chartreuse yellow, suggesting the name "Canary Bird Bush". The long flower spikes are delightful in floral arrangements, and are so continuously produced that a wealth of bloom may be had for many months. Cutting flowers benefits the plant and keeps it shapely. Easily grown, in full sun and good garden soil. **1-gallon cans, each \$1.25.**

PRINCESS FLOWER

PLEROMA GRANDIFLORA. This shrub has the richest purple blooms we know. Grows six to eight feet tall, in sun or partial shade. The velvety green leaves turn bronze in autumn, blending artistically with the royal purple of the wide-open, three-inch flowers. **1-gallon cans, each 85c.**

POWDER PUFF BUSH

CALLIANDRA INAEQUILATERA. *Rose Pink Calliandra.* The most graceful flowering shrub we know, with long arching branches that are covered with a profusion of showy rose pink flowers, of fluffy pompon form, 2 to 3 inches in diameter. The foliage, pinnate shaped, is bronze green when young. This plant has bloomed continuously for as long as seven months in our garden, and the flowers make unique decorations. **5-gallon cans, each \$4.00.**

GIANT TREE DAISY

MONTANOA GRANDIFLORA. A showy plant from Mexico that grows rapidly to ten feet tall. Of tropical appearance, it has large, rich green leaves, and becomes studded with thousands of three-inch, golden centered daisies, like lovely white cosmos, with a pleasing, sweet fragrance. **Each \$1.25.**

PRINCESS FLOWER—PLEROMA GRANDIFLORA



California Flowerland

CAMELLIAS

We have one of the finest collections of Camellia varieties in the West, many not listed here. Those interested in Camellias should visit California Flowerland from November to May, to see them in bloom.

Camellias are not difficult to grow, succeeding everywhere on the Pacific Coast except in desert and high mountain regions. Plant them as ornamental flowering shrubs in shade or semi-shade, using plenty of leaf mold or peat in the soil.

CAMELLIA RETICULATA

Rarest, and considered by collectors the most gorgeous of all Camellias. Its flowers are among the largest, and defy description.

Wavy petals of silk-like texture are rosy red, with a seeming purple cast that gives the flower the appearance of actually radiating light. When you see this lovely Camellia in bloom you will desire to own it above all others.

1-Year Grafted Plants, Each \$15.00

2-Year, Blooming Size, Each \$37.50

ADOLPHE AUDUSSON. Immense blooms of red and white, variegated. Plant is vigorous, compact, slow growing. Rare and exceptionally fine. **1-gallon cans, each \$5.00.**

ALBA PLENA. Large double flowers, perfectly formed, snow white; delicately beautiful, early. **5-gallon cans, each \$12.50.**

ALOHA (Arajishi). One of the earliest and finest, very double peony-form, deep rose pink to rich crimson. Dark glossy green foliage. **1-gallon, each \$3.00; 5-gallon cans, each \$12.50.**

ANITA. Semi-double light pink with crimson markings, one of the most striking variegated Camellias. **1-gallon, each \$2.50; 5-gallon, each \$10.00.**

BELLA ROMANA. Lovely large double white with crimson stripes, loosely petalled; free flowering and popular. **1-gallon, each \$2.50; 5-gallon, 18 to 24 inches, each \$10.00.**

CHANDLERI ELEGANS. One of the most popular, and one of the most beautiful of all Camellias. Flowers often 7 inches across, are rose pink, lightly splashed with white, and beautifully displayed on the plants against a background of large, glossy leaves. Free flowering, February to March, wonderful for corsages. **1-gallon, each \$2.75; 5-gallon, \$12.50.**

BLOOD OF CHINA. (Victor Emmanuel). Deep velvety red flowers of loose peony form. Vigorous spreading plants with rounded glossy foliage; blooms freely, from February to April. **1-gallon, each \$3.50; 5-gallon cans, each \$12.50.**

CAMEO PINK. A lovely symmetrical, delicate soft pink, very double. Bush is hardy, late flowering. **5-gallon cans, each \$10.00.**

COLONEL FIREY. Magnificent symmetrical open flowers, rather flat, often 5 inches across, of glowing red. Free flowering, late. Considered by many the finest red Camellia. **1-gallon, each \$3.50.**

CAMELLIA TRICOLOR SIEBOLDI



DAIKAGURA (Variegated). Very early and free flowering. Large, double loose-petalled flowers of deep rose and white. **1-gallon, each \$3.50.**

DEBUTANTE. (Sarah C. Hastie). Fine double flowers of medium size, delicate light pink. Tall vigorous plant, hardy; a splendid corsage flower. **1-gallon, each \$3.50.**

ECSTASY. Flowers are clear pink, fully double, and medium to large size. **1-gallon, each \$3.50.**

EMPRESS. (Grandiflora Rosea). Huge, semi-double flowers, clear rose pink, of exquisite beauty. Vigorous compact plant with handsome foliage, blooms from January to March. **1-gallon, each \$3.00; 5-gallon, \$10.00.**

FIMBRIATA. Glistening double white of symmetrical form, each petal fringed. Plant is a slow, spreading growth, foliage is light, glossy green. **1-gallon, \$4.50; 5-gallon, each \$12.50.**

FINLANDIA. Beautiful large open flowers, semi-double white with showy golden stamens. Petals clean cut, of fine substance. Compact plants, heavy foliage. **1-gallon, each \$3.50.**

FRANCINE. Like Chandleri Elegans in form and habit of growth, but flowers are pure rose pink. **1-gallon cans, each \$3.00; 5-gallon cans, each \$12.50.**

HERME. (Jordan's Pride). Flowers are light rose pink, bordered white, very large, double, and fragrant. Tall strong plants, bloom from November to April. **1-gallon cans, \$2.50; 5 gallon cans, each \$8.50.**

JULIA DRAYTON. One of the most popular; showy, double deep red, symmetrical flowers of huge size. **1-gallon cans, each \$3.50.**

KUMASAKA. Finest deep pink flowers, very large double rose form, broad petalled. Tall, free flowering, January to March. **1-gallon cans, each \$2.50; 5-gallon cans, each \$12.50.**

LAUREL LEAF (Il Tremento). Clear light pink, symmetrical double flowers of lovely form, with curving petals. Compact plant, light green foliage, blooms November to March. **1-gallon cans, each \$5.00.**

LOTUS. (Grandiflora Alba). Finest and largest semi-double white, resembling a huge waterlily. **1-gallon can, each \$3.50.**

MARCHIONESS OF EXETER. Peony-formed, large blossoms of rich pink, 4 to 5 inches across, long lasting. Spreading plant blooms freely, December to March. **5-gallon cans, each \$10.00.**

PAUL J. HOWARD'S WHITE. (Improved Alba Plena.) Beautifully formed double blooms of waxy white. **1-gallon cans, each \$3.50.**

PINK BALL. Lovely corsage flower, shell pink deepening as flowers age. Very large broad outer petals. Vigorous, shapely plant, blooming freely from November through March. **1-gallon cans, each \$3.00; 5-gallon cans, each \$10.00.**

PINK PERFECTION. Popular light pink, perfectly symmetrical and double; a favorite corsage flower. Blooms constantly from October to April. **1-gallon cans, each \$1.75; 5-gallon, each \$7.50.**

PINK STAR. Very large flowers of bright rose pink, with pointed outer petals, giving the effect of a star; golden stamens interspersed with inner petals. Compact, hardy plant, pointed leaves; one of the best. Blooms January to March. **1-gallon cans, each \$3.00; 5-gallon, each \$10.00.**

PURITY. Large double symmetrical, ivory white flowers, sometimes with yellow stamens. Most popular white. **1-gallon cans, each \$2.25; 5-gallon, each \$7.50.**

ROSITA. Broad petalled, medium size, double rose pink. Strong growing, tall plant. **1-gallon cans, each \$1.75; 5-gallon cans, \$7.50.**

SALMON QUEEN. Large, showy, double salmon pink, an unusual shade in Camellias. **1-gallon cans, \$3.00.**

STARDUST. Dark pink of Chandleri type, broad outer petals, stamens and petaloids interspersed. **1-gallon cans, each \$2.50; 5-gallon, \$7.50.**

TRICOLOR SIEBOLDI. (Wakanoura Variegated). One of the most striking and free flowering. Semi-double, with thick glistening petals of white, marked and splashed vivid red. Blooms over a long period. **5-gallon cans, each \$10.00.**

WAKANOURA RED. Semi-double rosy red, broad silky petals and prominent golden stamens. Blooms all winter. **5-gallon cans, each \$7.50.**



Paul J. Howard's

Exotic Plants and Vines

BIRD OF PARADISE Strelitzia Reginae

One of California's most amazing flowers; make striking cut flowers.
2-Year-Old Plants.....each \$1.25
3-Year-Old Plants.....each \$2.50
Blooming Size.....each \$5 to \$25
(To be shipped, other than in our delivery area, express, charges collect.)

HIBISCUS Aloha

The freest blooming pink double variety, and one of the handsomest shrubs.
1-Gallon Tins.....ea. \$1.25
5-Gallon.....ea. \$3.75

PASSION FLOWER Vine

PASSIFLORA PFORDTI, a hybrid variety with extra large flowers and handsome pest-free foliage. One of Nature's most intricate flowers.
Gallon Tins.....each \$1.50
5-Gallon.....each \$4.00

RUELLIA Tuberosa

Free flowering shrub for part shade.
1-Gallon Tins.....each \$1.25
5-Gallon.....each \$3.50

BOUGAINVILLEA Brasilensis

California's most famous vine and the hardiest species.
1-Gallon Tins.....each \$1.50
5-Gallon.....each \$4.00

Giant Flowered CLEMATIS

This variety is called Henryi; Ramona is soft blue; Jackmani, purple.
Each\$1.50
One each of 3 colors \$4.00

Paul J. Howard's Exotic Shrubs, Trees and Vines

BIRD OF PARADISE *Strelitzia Reginae*

The exotic blooms of this showy plant always evoke admiration and wonder. It is prized for planting in the garden, growing in tubs or pots in the patio, and for striking, colorful flower arrangements, with its oddly shaped blooms of orange, red and blue, resembling birds in flight, against the massive, banana-like leaves.

Plants begin to bloom when four or five years old, the size and quantity of flowers increasing each year. They grow best in full sun or partial shade, in rich soil, with plenty of moisture during the summer. **2 year old plants, each \$1.25; 3 year, each \$2.50; blooming size, \$5.00 to \$25.00.**

The Lovely PASSION FLOWER

PASSIFLORA PFORDTI. A very beautiful large-flowered hybrid, and one of the most ornamental vines we have. Petals are white with pinkish tints, the crown is bright blue. Free flowering, the vines are studded with blooms over a long season. Foliage is large and handsome, seldom attacked by insects. Splendid for covering large areas, pergolas, fences, or porches. **Gallon tins, each \$1.50; 5-gallon, \$4.00.**

SUPARA SHRUB *Hauya Cornigera*

A handsome shrub from Central America, belonging to the Evening Primrose family, with long white tubular flowers, flaring at the end to four white petals, the center often flushed with rosy pink, and delicately fragrant. These are borne in profusion, and are most beautifully set off by the background of soft green foliage. Grows in sun or part shade. **5-gallon tins, each \$4.00.**

THE MANZANOTE of Guatemala

OLMEDIELLA BETSCHLERIANA. Here is a prize treasure, a handsome tree or tall shrub that will be a welcome addition to Southland gardens. Close branching, clothed with very beautiful bright green, glossy, holly-like leaves, it may be used as a trimmed pyramid, globe, standard, or specimen shrub, or grown into a beautiful small tree, suitable for a parkway or garden subject of distinctive charm.

Found in Central America, growing where climatic conditions are quite similar to ours, it is perfectly at home here. We have a large hedge at California Flowerland that is admired by all who see it. **Gallon tins, \$1.50; 5-gallon, \$4.00.**

RUELLIA TUBEROSA

An herbaceous shrub of exceptional value for semi-shaded locations. The graceful, trumpet-shaped flowers of a delightful shade of blue violet, are produced on slender stems, making a welcome addition to our cutflower material. The plant should be thoroughly cut back each year to increase its beauty. **1-gallon tins, each \$1.25; 5-gallon, \$3.50.**

SECURIDACA VOLUBILIS

Graceful racemes of rosy violet, wistaria-like flowers, produced on long arching branches, make this recent introduction from Guatemala one of the loveliest additions to our gardens. It can be trained as a neat vine on a fence or low trellis, or grown as a graceful shrub and grows best near the coast, in sun or part shade. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

HIBISCUS

These gorgeous shrubs will bring the tropical splendor of Hawaii to your garden. They thrive in Southern California wherever there is comparative freedom from frost. We have a grand collection of rare and new Hibiscus, but too few of some varieties to list here. See our display in bloom in spring and summer.

AGNES GAULT. Enormous velvety single flowers of bright salmon-rose, very popular. **1-gallon tins, each \$1.25; 5-gallon, \$3.50.**

ALOHA. Large double rose pink, lovely form; free flowering and fine habit of growth. **1-gallon tins, each \$1.25; 5-gallon, \$3.75.**

AMERICAN BEAUTY. Large blooms of glowing American Beauty red. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

APRICOT. Single apricot yellow with crimson veining and throat. **1-gallon tins, each \$1.25; 5-gallon, \$3.50.**

BRILLIANTE (Single Scarlet). Most popular, very large single flowers of intense scarlet. **1-gallon tins, each \$1.25; 5-gallon, \$3.50.**

CROWN OF BOHEMIA. Magnificent double golden yellow, shaded amber and bronze at center. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

HALEAKALA. One of the most beautiful Hibiscus grown. Filled single yellow flowers with flaming red throat. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

KATE SESSIONS. One of the very finest; brilliant rose red with golden suffusion. The enormous flowers fairly glow. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

PELE. Enormous single rounded flowers of bright copper, with brilliant rose throat, upper side of petals edged with gold. Free flowering. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

RED MONARCH. Huge semi-double blooms of richest dark crimson. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

WHITE WINGS. Lovely large white flowers with red column and throat, lasting at least three days on the plant. Splendid bushy shrub, blooms all winter. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

CLEMATIS

CLEMATIS HYBRIDS. These spectacular flowering vines will flower the same year they are planted, in California. Their lovely large blooms have a delicate beauty found in few other flowers, and when cut, make charming low table arrangements that last for many days. Vines should be cut back close to the ground each year, to produce flowering wood for the next season.

HENRYI. Very large white flowers.

JACKMANI. Royal purple.

RAMONA. Soft blue.

Each \$1.50; collection of three, \$4.00.

BOUGAINVILLEA

Of all flowering vines, none creates a more vivid impression or makes such a lavish display of color as this group of strong climbing plants.

In planting Bougainvilleas, remove them carefully from the containers, being careful not to break soil from the roots, as this causes them to die.

AFTERGLOW. A splendid new Bougainvillea, with particularly fine foliage, and masses of vivid tangerine-colored blooms. Strong growing, blooming constantly and very freely. **1-gallon tins, each \$1.50; 5-gallon, each \$4.00.**

BARBARA KARST. Vivid, rich red like Crimson Lake, but with larger flowers, and hardier, less rampant in growth. The best variety for the average garden, especially where space is limited. **1-gallon tins, each \$2.50; 5-gallon, \$5.00.**

BRASILIANIS. A pleasing tone of rosy purple. Exceptionally free flowering almost the entire year, especially in winter and spring. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**

CRIMSON LAKE. Rich deep crimson-lake blooms, cover the plant throughout the year. **1-gallon tins, each \$1.50; 5-gallon, \$4.00.**



MANZANOTE, showing trees in 5-gallon containers



Lovely rosy-violet flowers of SECURIDACA VOLUBILIS

SUPARA SHRUB, a prize-acquisition





SUMMER CHARM



WINTER CHEER



AUTUMN GLOW

A NEW RACE OF HYBRID GERANIUMS (Plant Patents Pending)

Paul J. Howard takes pride in presenting, for the first time, this set of four new Geraniums. This new hybrid race marks a new departure in Geranium colorings. They are giant single flowered Zonals, distinguished by their refreshing colors. Three have distinct white eyes, the other is a glorious new clear self color. In our trial gardens here at California Flowerland, all who have seen these Geraniums have been amazed at their beauty. Now you can find new joy in these most valuable decorative plants for pots and garden. All are of bushy, compact growth, with handsome large rich green foliage. Fully grown plants often display 40 or 50 immense trusses of blooms. We have appropriately named them for the four seasons, symbolizing their quality of blooming practically the year around. The numbers after each name are the ones under which the original plants were grown in our gardens. Color descriptions are from Horticultural Color Chart.

SPRING GLORY (4203). The lovely pastel coloring of the florets, varying somewhat in different seasons, most nearly matches Begonia (619) Azalea Pink (618) or Vermilion (17/1). The effect may be described as an orangy pink, like the coloring of orange sherbet.

SUMMER CHARM (4202). The color of the florets is soft Geranium Lake (20/1), lightening toward the large white eyes. Center margins are tinged with brilliant carmine. Florets are exceptionally large, with overlapping petals, borne on huge trusses.

Price of each of these marvelous Geraniums, \$1.25

AUTUMN GLOW (4204). Truly an amazing color is this variety. Poppy Red (16), it is best described as tangerine orange, with well defined white eye. It is hard to imagine this color belonging to a Geranium. Like all the set, it has giant flowers and trusses.

WINTER CHEER (4201). A charming variety, unlike any other we know of. It is a clear self-color Camellia Pink (622/1) from center to edge of the fully opened flowers. The opening flowers have a slight salmon pink tone (Begonia 619). The florets measure 2 inches across, with broad overlapping petals.

The Set of Four, for \$4.00

California Flowerland

GERANIUMS

SINGLE FLOWERED VARIETIES

ALICE OF VINCENNES. The blending of color in this variety is very striking. Pure white at center, shading through deep rose to bright red at the edges.

BEAUTY OF CHATSWORTH. A Paul J. Howard introduction, and one of the finest geraniums grown, perfect for large pot specimens, as it blooms continuously and always shows color. Fine foliage, and huge clusters of large florets of a lovely rich shade of cherry rose.

CARMEL. A charming new Geranium, single white, each petal daintily pencilled warm pink at edges. Fine trusses, full bloom. **Each \$1.00.**

JOHN FORBES. The favorite bright scarlet, single.

L'AUBE. The finest of all pure white, single Geraniums, with golden stamens; a beautiful pot plant.

MAXIME KOVALESKY. Brilliant orange red, almost a true orange, very striking, with handsome foliage; vigorous plant.

MRS. E. G. HILL. An exquisite shade of light salmon pink, does not fade in the sun; very fine.

SUSAN LEEPRE. A glowing shade of salmon with golden orange suffusion; a very beautiful single Geranium, and a robust, compact grower.

PRICE OF ALL GERANIUMS, except as noted: 4" pots, each 50c; 10 for \$4.50.

Besides the sizes listed, we have beautifully grown specimens in full bloom, for patio and garden decoration. Prices quoted on request.

DOUBLE VARIETIES

CALIFORNIA PINK GIANT. Enormous trusses of huge double flowers, each floret like a small pink rose; clear pink.

MADONNA. Finest pure white, double.

MEMORIES. Entirely new and lovely color. Semi-double blooms are clear, soft lilac-pink. Glossy foliage; wonderful pot plant. **Each \$1.00.**

MISSOURI. One of the finest and most popular, bearing immense trusses of large double flowers of bright scarlet; very free flowering.

PRIDE OF CAMDEN. Deep crimson, full double.

RADIO. Rich velvety red flowers; a fine pot plant.

SCENTED GERANIUMS

Old-fashioned garden favorites, grown for the spicy fragrance of their foliage, used for scenting linens, etc.

ROSE GERANIUM. Popular for the sweet fragrance of its deeply lobed, skeleton-like leaves, which are used for flavoring and for perfuming linens. **Each \$1.00.**

PEPPERMINT GERANIUM. Beautiful plants with large soft silky leaves, deeply lobed and peppermint scented. **Each \$1.00.**

IVY LEAVED GERANIUMS

The Ivy Leaved Geraniums are especially desirable for covering banks, hillsides and parkways, because of their trailing or climbing habit of growth, and their bright shiny green foliage. They are attractive for window boxes and hanging baskets also, and are among our most satisfactory plants for seaside planting.

CHARLES TURNER. The most popular and finest rose pink; of luxuriant growth, very free flowering.

COMMANDER BYRD. Beautiful rosy purple, large double flowers. Especially effective.

ETINCELANT. Intense orange scarlet; very showy for parkway planting, baskets and pots.

LAVENDER. Plants of trailing habit, with smaller leaves than those of most varieties, very glossy; lavender flowers.

WHITE. Pure white; with faint lavender stripe.

PRICE of Ivy Geraniums: In plant band pots, dozen \$1.00; \$7.50 per 100

A NEW BOOK ON GERANIUMS

By Helen Van Pelt Wilson

A new slant on an old-fashioned plant in this guide to all Geraniums of the Pelargonium class. Gardeners from Maine to California, enthusiasts with window plants or greenhouse collections, will find a stimulating account of a fascinating subject. Included are chapters on Scented-Leaved, Ivy, Climbing, Cactus and Lady Washington varieties. If Geraniums aren't your hobby when you start this book, they will be when you finish.

Price \$2.75, postpaid

California Flowerland

Shasta Daisies

Shasta Daisies are varieties of *Chrysanthemum maximum*; Marguerites are *Chrysanthemum frutescens*. All are popular for ease of culture and for the quantities of handsome blossoms continuously produced.

G. MARCONI. This is the largest Shasta Daisy, with huge blooms almost like chrysanthemums, and showing a small golden center. The thirty-inch stiff stems make them ideal for cutting. Plants bloom continuously. **Each 65c; 3 for \$1.75; Dozen \$6.50.**

MOUNT SHASTA. Similar in every way to Esther Read, but a stronger grower with longer stems, often as tall as 24 inches. Exceptionally fine for cutting. **Each 65c; 3 for \$1.75; Dozen \$6.50.**

ALASKA. The most popular of the single flowered types, and exceptionally hardy. Plant Band Pots: 3 for 25c; 25 for \$1.25.



Shasta Daisies are most effective in flower arrangements

MARGUERITES

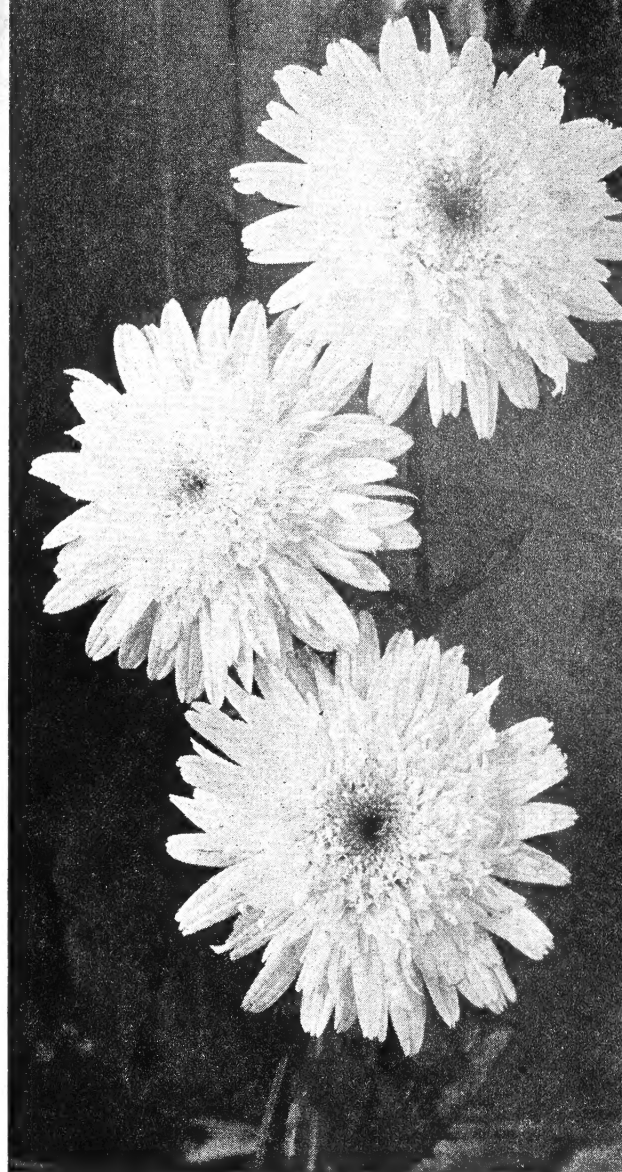


BEAUTE NIVELLOISE. A huge, single-flowered Shasta Daisy. The flowers have two rows of graceful, yet firm petals, and often measure seven inches across, on 30-inch stems. **3 for \$1.45; Dozen \$4.80.**

ESTHER READ. Pure white, completely double flowers, produced all summer and fall, from June to October. Vigorous, free flowering plants, bearing the graceful flowers on very tall, erect stems. One of the finest introductions from England, grand for the border and for cutting. **3 for \$1.45; Dozen \$4.80.**

WHITE SWAN. Novel and distinct, with charming small double flowers of pure white, in shape like Esther Read, produced in great quantities. Charming in floral arrangements.

Price: 3 for \$1.50; Dozen \$5.00



MOUNT SHASTA

Paul J. Howard's MARGUERITES

Ideal Pot Plants for Porch and Garden

No plants we know bloom as much, and require so little special care, as do Marguerites. Plant them in any sunny place, as specimens, as borders along walks or drive, or as foundation plants, for clean-cut appearance.

Boston Yellow. Large yellow flowers.

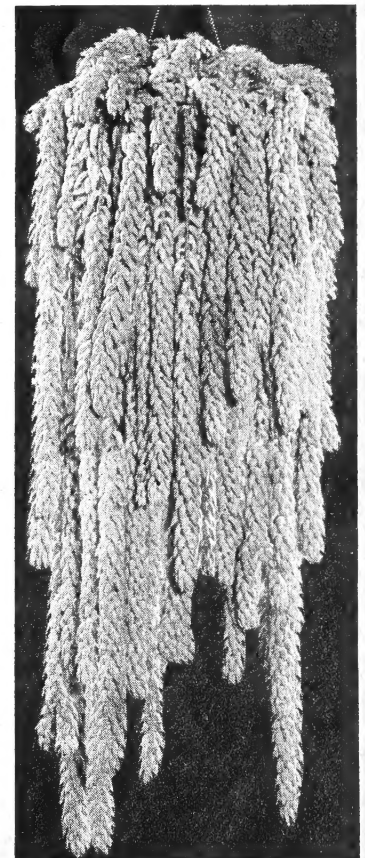
Flowerland White. An especially free bloomer.

Howard's Giant. Very large white flowers.

3 for \$1.45; Dozen \$4.80.

Blooming Plants in 4-inch pots, each 50c.

A Potted Specimen for Your Porch. Lovely Marguerite Plant (White or Yellow) in an 8-inch handmade sandstone finished Terra Cotta pot, as illustrated below. **Each \$2.95, prepaid to 3rd zone. In 7-inch red clay pots, \$2.50.**



DONKEY'S TAIL

DONKEY'S TAIL

(*Sedum Morganianum*)

One of the most amazing plants possible to find, for hanging baskets and pots. Grow it in a window garden or conservatory in the East; or in California, outdoors in semi-shade, where it is perfectly hardy.

The drooping branches, up to three feet long, are covered with tiny fleshy leaves of beautiful gray-blue. Interesting red blooms are produced at the ends of the branches. You will enjoy growing these fascinating plants.

Small Pots, Each \$1.00

4-inch Pots, Each \$2.00

**Specimens in Hanging Pots (for local delivery only)
Each \$7.50**



1946 AIR VIEW OF PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

1. Entrance Gate. 2. Botanical Garden. 3. Garden of 1000 Roses. 4. Informal Lily Pool. 5. Main Store Building. 6. Floral Display Beds. 7. Display Lath-houses. 8. Landscape Department. 9. Parking Area. 10. Portico Lane. 11. Nursery Sales Area. 12. Greenhouses (glass). 13. Growing Lath-houses. 14. Forty-acre Growing Fields. 15. Portion of Large New Lath-house for growing specimen shade plants for your garden and patio. 16. Garage and Shipping Area. 17. Pool and Floral Court.

Paul J. Howard's BEDDING PLANTS In Our Wonderful New Plant Band Pots

Plants in Plant Band Pots Are Stronger

Each has its own root system, not tangled up with others as are flat grown plants.

Plant band pots hold more soil than 2 1/4 inch pots; each plant has an equal amount of soil and fertilizer, giving each one an equal start. They are more fully developed when you plant them, will start growing in your garden right away, and come into bloom sooner.

Plants in Plant Band Pots Save You Money, because no roots are damaged in transplanting, therefore losses are out.

Easy to Plant

Plant Band Pots save you time and effort. You don't have to plant them all at once, either. Plant Band Pots protect the roots from drying or injury. Space them in the beds and plant as desired.

Simply slit up one corner of the band with a knife; see how readily it slips off.

Notice the active root system, ready to reach out into your prepared soil.

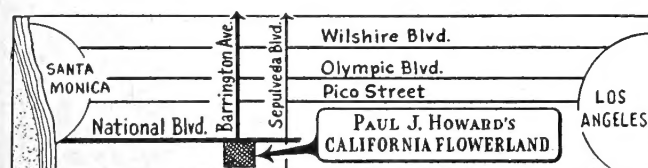
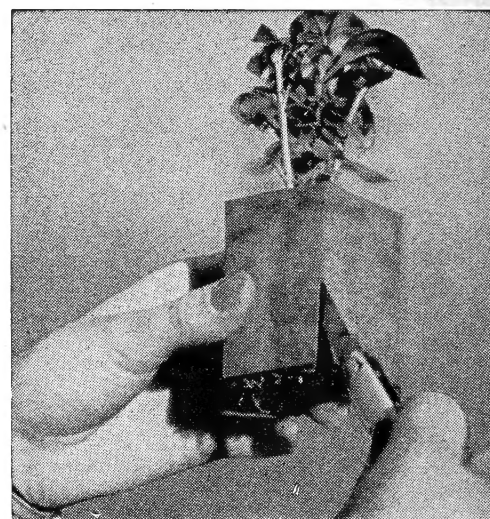
Best of all, after planting, notice their quicker response, stronger growth, and superior blooming qualities.

Never again will you want to bother with ordinary flat-grown plants.

Our finer strains of Bedding Plants are again available in Plant Band Pots.

PRICES: Most varieties listed on Flower Seed pages, and many Vegetables.

25 for 95c \$3.50 per 100 (Dozen 50c)

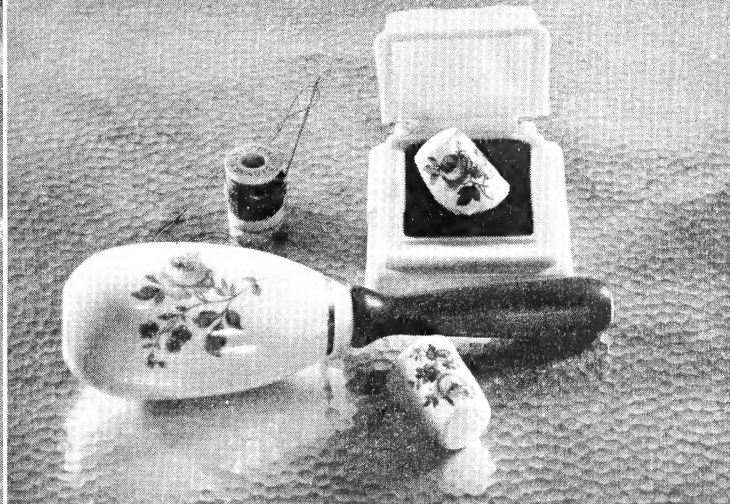


California Flowerland is just a pleasant drive, away from traffic. Easily reached from all points in the Southland.

PAUL J. HOWARD'S "SUPER SWISS" PANSIES

To get these magnificent Pansies as pictured on our cover, you must plant our Special Strain of plants or seed. We believe these to be the finest obtainable, in range of rich colorings, size of flowers and freedom of bloom. Plants available from October to April. Dozen 75c; 100 for \$5.00. (For Seed, see page 16).

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND, 11700 National Blvd., Los Angeles 34, Calif.



NICHE. (Below.) If you have ever been at California Flowerland, you may have seen the display niches on either side of the front door of our display room. Here there are different exhibits practically every day, a manifestation of the exquisite taste that is PAUL J. HOWARD'S!

ABOVE—left to right—

GARDEN FIGURINES. May be found in assortment at Paul J. Howard's. The sandstone figurine shown stands about 10 inches high and sells for \$9.00.

These exquisite porcelain **Darning Ball** and **Thimble Sets** are delicately modeled but sturdily made. The thimbles come in three sizes and sell at \$3.00. The darning ball to match, \$4.95.

This sandstone figure, paired with the other, would make charming ornaments for the edge of your garden pool. It also is priced at \$9.00.

BELOW—left to right—

HOUSE PLANTS in myriad assortment, may be found in our greenhouses.

The **Tete-a-Tete** shown may be had in various fabrics.

Our display of Garden Furniture is large and varied, and we are justly proud of its popularity. Cane, wrought iron, redwood, pine, are now available.

CHINESE PORCELAIN has long been a fascination for collectors, and the selection at Paul J. Howard's is rare and varied.



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